

The

FARM

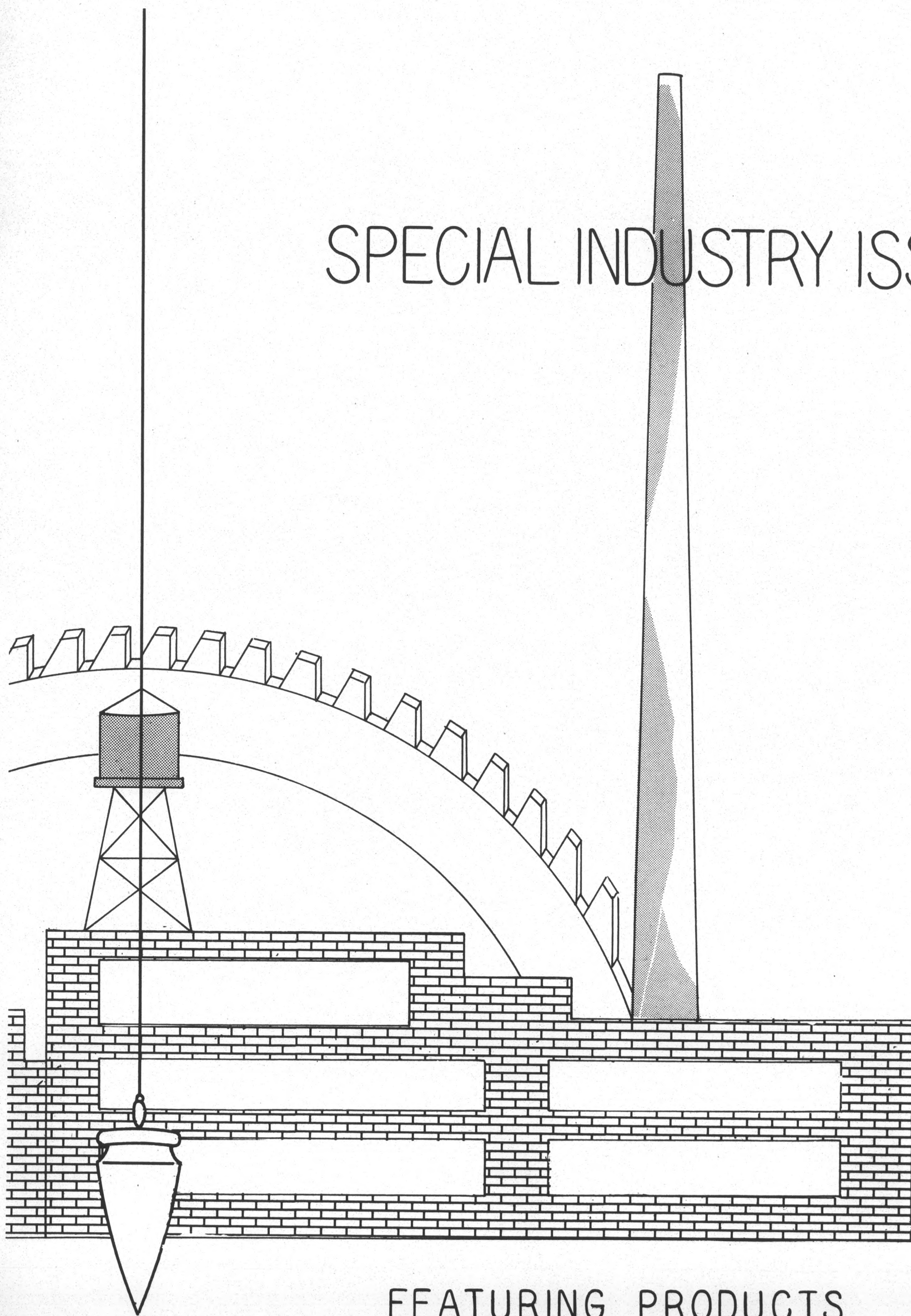
TRIBUNE

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Thursday, March 29, 1962

SPECIAL INDUSTRY ISSUE

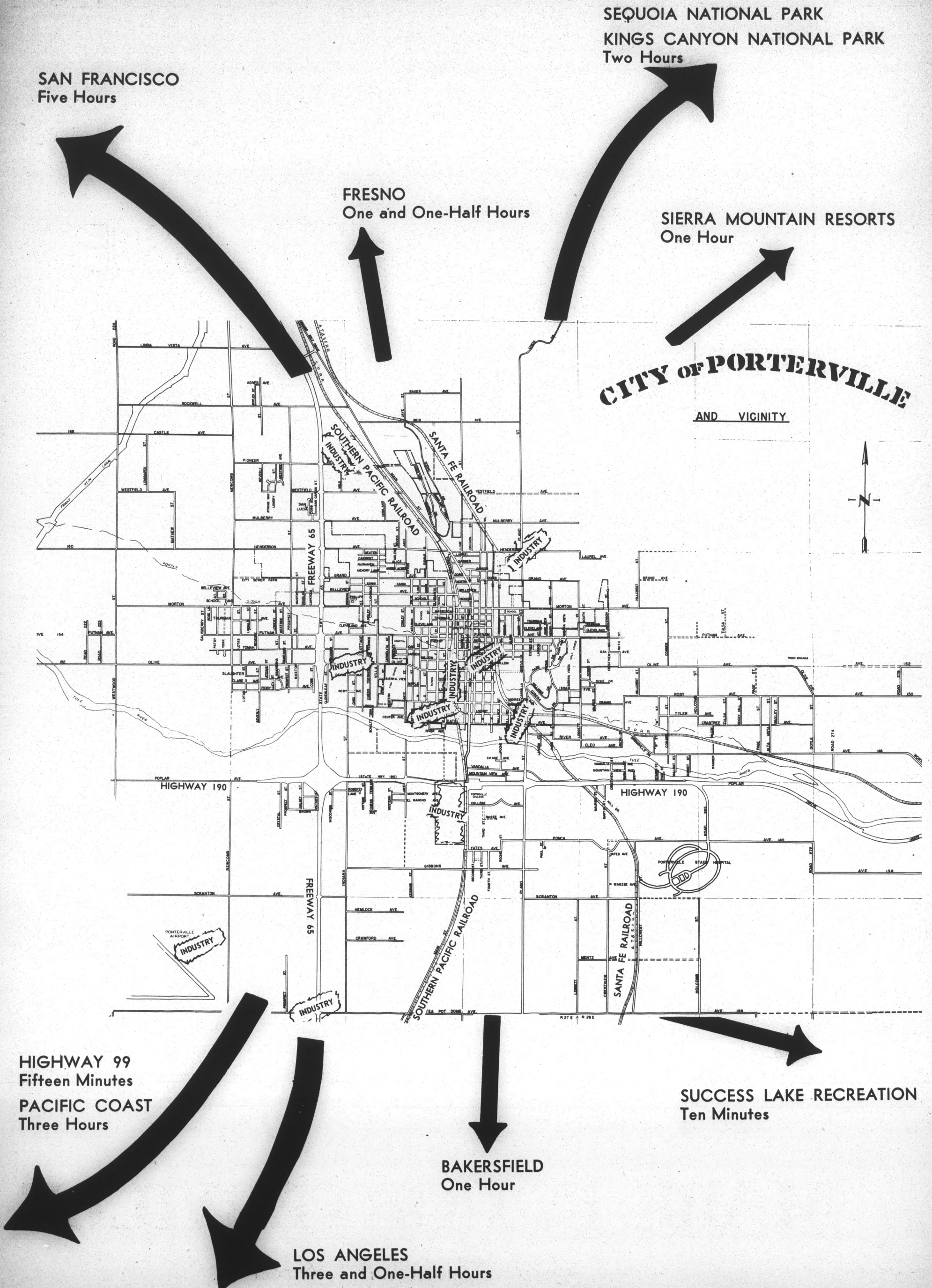


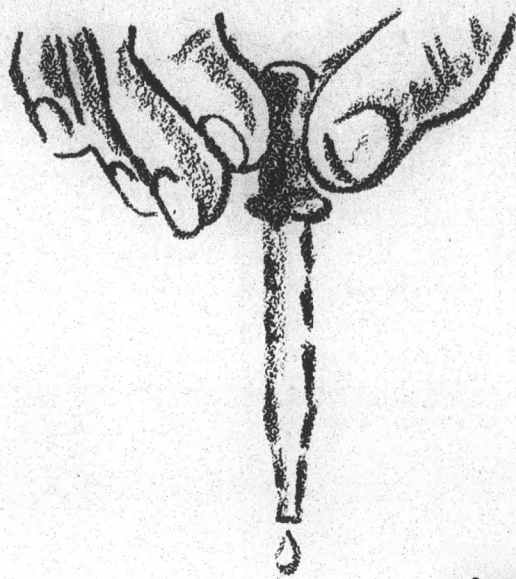
FEATURING PRODUCTS

MADE IN PORTERVILLE

And Trading Area

YOU ARE IN THE CENTER OF THINGS AT PORTERVILLE





Fame Comes In Little Doses

Success has to begin someplace . . . And for Wall's Livestock Supply, it began right here in Porterville . . . in the back room of the family drug store . . . as a distributor of veterinary supplies to local ranchers and dairymen.

Because there was a need for their products, and, because they supplied that need better than anyone else, they began to grow.

Soon, their special trucks were delivering supplies throughout all of Tulare County. Then, another county, then a third, until now, along with their affiliates, they have grown to be the largest wholesale suppliers of veterinarian products in the West.

Today these products are used by ranchers all the way from the rain-swept ranges of the Pacific Northwest to the semi-arid plains of the Texas panhandle.

But, although they have grown in size . . . a thousandfold, their original policy of supplying a better product, and a better service, remains the same.

This policy has done more than bring fame to the Wall family. It has given employment to hundreds of people, to say nothing about the recognition it has brought our city.

For, where the name of Wall's goes . . . so goes Porterville.

WALL'S

LIVESTOCK SUPPLY

100 E. ORANGE

SU 4-7450





KEY FIGURES in Porterville industry are, from left: Ralph Purcelli, manager of the Rockwell Manufacturing company plant in Porterville; W. F. Rockwell Jr., head of the Rockwell company during a recent visit to Porterville; and Aubrey M. Lumley, Jr., president of the Porterville Civic Development Foundation, local organization that financed construction of the Rockwell plant in Porterville.

WHAT'S THE POINT?

If a new industry moved into the Porterville community with 1,300 jobs to offer, there would be more than a little excitement, and newspaper headlines would be big and black.

But over a period of time nearly 40 manufacturing and processing businesses have grown up in the Porterville trade area, offering employment to some 1,300 persons, most of them without any headlines and without much recognition.

So, as one point in this special section of The Farm Tribune we want to remind anyone interested that while Porterville is not in any sense an "industrial" town, it does have capital investment, and it does have payroll from operations that range from custom building of special farm equipment in small "country" shops to the manufacturing, packaging, and assembling of certain nationally marketed products.

And in the handling and processing of agricultural products, the community has more than 20 plants; a major logging and milling operation utilizes the timber stands of the mountains; a dozen firms are in one kind of production or another that relates directly to agriculture.

What are some of the goods that come out of the Porterville area? Here's a partial list: Concrete products, livestock and poultry feeds, olive oil, printed material, rock and gravel products, sport cabs for pickups, meters and valves, electrical items, custom-

made machinery, rebuilt and newly built antique airplanes, metal buildings, foundry products, irrigation supplies.

Some of the West's finest beef steaks are "manufactured" in the Porterville area; widely diversified agricultural products are processed and prepared for market.

Add it all up, and there you have it — A payroll of 1,300 persons that is so close to us that most of us fail to see it.



JOHN WHEELER, of Porterville, chairman of the Tulare County Chamber of Commerce Business and Industrial Development committee, and a member of the state chamber industrial committee.

Foundation Aids Industry

Back in 1956 the Porterville Civic Development Foundation represented a new idea in the Porterville community.

The Foundation was formed, with the late Harry J. Johnson as its first president, as the agency to handle financing and construction of a new Rockwell Manufacturing company plant in Porterville, and people of the community responded by investing some \$300,000 in the Foundation.

The Foundation borrowed the necessary balance to build the 106,000 square foot Rockwell plant; entered into a lease agreement through which the capital investment was to be (and is now being) amortized over a period of years, after which Rockwell will pay annual rent to the Foundation.

Meanwhile, the 300 investors are receiving regular repayment of their loans to the Foundation, with interest.

Through the cooperative efforts of the Rockwell company, and the Civic Development Foundation, the community received a new,

(Continued On Page 6)

STATE, COUNTY LOCAL INDUSTRY TIED TOGETHER

Activities of the Porterville area, the county of Tulare and the state of California in regard to development of industry are closely tied together through inter-committee membership.

Heading the Industrial and Development committee of the Tulare county chamber of commerce is John Wheeler, who is also a member, and a past chairman, of the Porterville industrial committee, and who now serves on the state chamber of commerce industrial committee.

Through Wheeler, there is a flow of information both ways regarding firms interested in bringing industrial locations to California, or California industries interested in new locations.

At the state level, Wheeler says, industries are channeled into the areas where special needs can be met; counties and cities then take over providing detailed information.



THESE PUBLIC facilities are owned and administered by the city of Porterville, from top: Murry park, a popular outdoor spot for family gatherings during the summer and spring; the Porterville Municipal Golf course; and the Municipal pool.

INDUSTRIAL SURVEY REPORT BEING UPDATED; COMMITTEE IS READY TO GIVE COMMUNITY FACTS AND FIGURES

Revision and updating of its industrial survey report is now being completed by the Industrial Development committee of the Porterville chamber of commerce, according to the committee chairman, Lester J. Hamilton.

"We want industry to come to Porterville," Hamilton says, "so we have to be ready at any time to supply the factual information about our community that industry representatives need."

But keeping up-to-the-minute in-

formation available on every phase of the Porterville community is only part of the job that the industrial committee is doing, and has been doing, for a number of years.

At the present time, the committee is also studying methods by which some 250 acres of city-owned property at the municipal airport might be made more attractive to industry related to aviation. And the committee maintains a record of property in the community that would be suitable, and available for industrial development.

"We are in contact with industrial firms, or representatives of industry every month," Hamilton says. "At the present time we know that two industries are looking around in the valley, and they have the facts and figures on Porterville."

"The best that we can do is work with them, give them information, and try to convince them that Porterville is the place to locate. But experience has shown that many contacts are necessary before we make that one productive contact."

Working with Hamilton are committee members with special business fields that make them valuable to this type of group; J. E.

(Continued On Page 6)



LESTER J. HAMILTON, Porterville business man, and chairman of the chamber of commerce industrial development committee.



AERIAL VIEW of the central area of the city of Porterville, looking toward the east, with citrus lands against the foothills, and the High Sierra as a backdrop. Porterville last year observed its Centennial, starting with a trading post, built

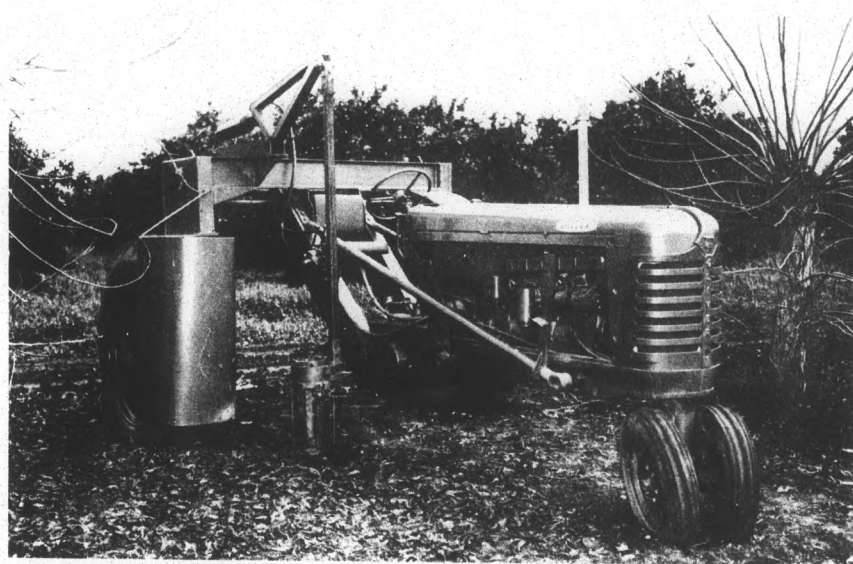
by Royal Porter Putnam, along the route of the old Overland Mail. (Farm Tribune photo)

SPECIALIZED FARMING NEEDS SPECIALIZED EQUIPMENT

...and FARMER'S Builds Them!
HERE ARE A FEW ...



SELF-PROPELLED ORCHARD SPRAYER. For use where non-cultivation is practiced. Equipped for both hand and automatic spraying. Uses any type spray material. Hundreds now in use.



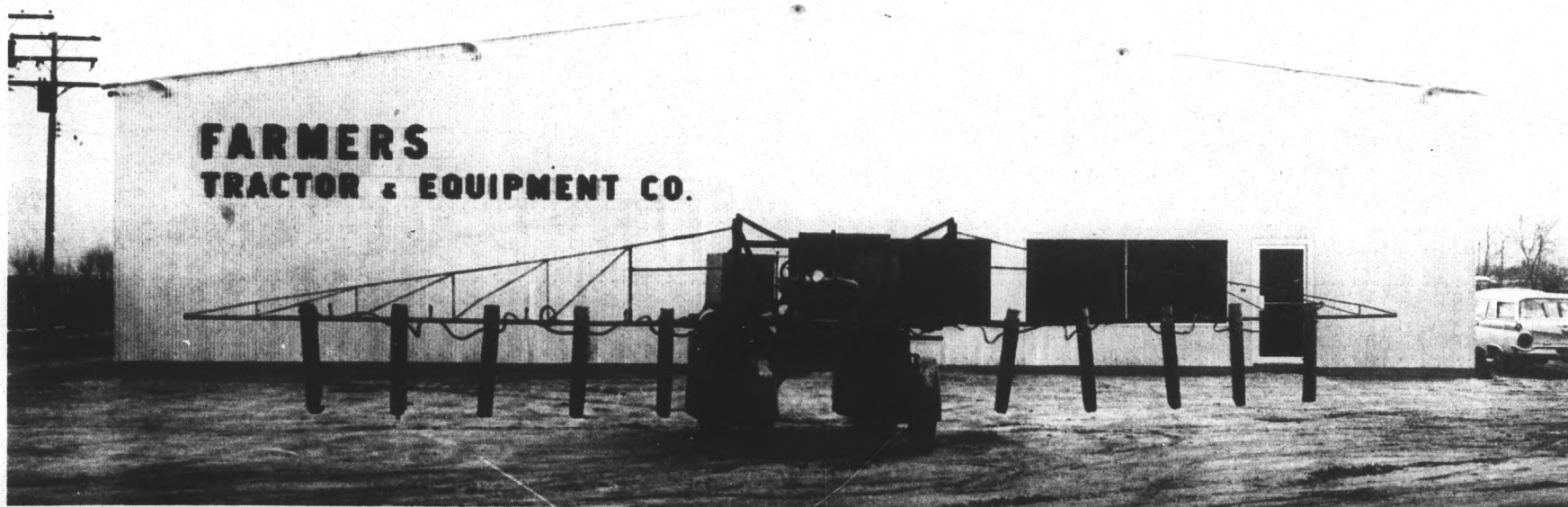
BALLING MACHINE for lifting and setting out nursery stock. Completely hydraulic. Can be mounted on any row crop tractor.



UTILITY SPRAYER for controlling weeds in driveways, around buildings, standpipes and irrigation ditches. Can also be used for spraying livestock and livestock structures. Mechanical agitation. Controlled pressures.



SPREADER for use with dry-type fertilizers. Large storage platform makes extra trips for loading unnecessary. Spreads evenly and quickly.



ROW CROP SPRAYER for large acreages. Handles all spray materials and defoliant. Adjustable for all width rows. Attachments available for topping. Like the other machines shown here, this too was built in our own shops by experienced workmen who know and understand farming problems. The building behind the machine is our new plant, located one-third mile south of our old location. We'll be happy to show you around anytime you stop by.

Farmers Tractor & Equipment Co.

AUTHORIZED OLIVER DEALER

2400 S. Main

PORTERVILLE

Phone SUNset 4-4967



TWO OF the areas within the Porterville city limits that are zoned for industry are shown above. Top photo is of an area

just south of the business district that is under private ownership; lower photo is of an area, also adjacent to the bus-

iness district, that is under railroad company ownership. Both areas can be served by railroads; both areas are on

major highways or roads, that provide quick access to 65 Freeway. Information on these properties, and on other prop-

erty in the community suitable for industry, can be obtained through the office of the Porterville chamber of commerce. (Farm Tribune photos)

PORTERVILLE IS SERVED BY MAJOR RAILROADS AND PUBLIC UTILITIES

A real aid to industry, as well as to ranchers and business men, is the Porterville office of the California Department of Employment.

In so far as preparing and keeping up to date general information about the community, major responsibility rests with the Porterville chamber of commerce; actual work is centered in an industrial committee that coordinates its efforts with the industrial and business development committees of the Tulare county and the California state chambers of commerce. Contact is also maintained with a national industrial placement firm.

Administration of the city of

Major utilities serve the Porterville community — and representatives of these utilities are highly cooperative in efforts to locate industry in the community.

Both Southern Pacific and Santa Fe railroads serve the area; Southern California Edison company and Southern California Gas company operate throughout the community; telephone service is by Pacific Telephone.

The city of Porterville owns and operates the city water system, garbage disposal system, and sewage system. Recently there has been activity by private water companies in certain areas outside the city.

INDUSTRIAL TOUR PLANNED IN FALL

An Industrial Appreciation program, a tour of industrial plants, and a display of industrial products is being planned in the early fall by the Industrial and Business Development committee of the Tulare county chamber of commerce.

Porterville works cooperatively with the industrial committee of the chamber of commerce, developing information relating to technical aspects of industrial development as the committee needs it.

Work of the industrial committee is seldom publicized, since it is usually the desire of industries that exploratory discussions not be publicized.

INDUSTRIAL SURVEY

(Continued From Page 4)

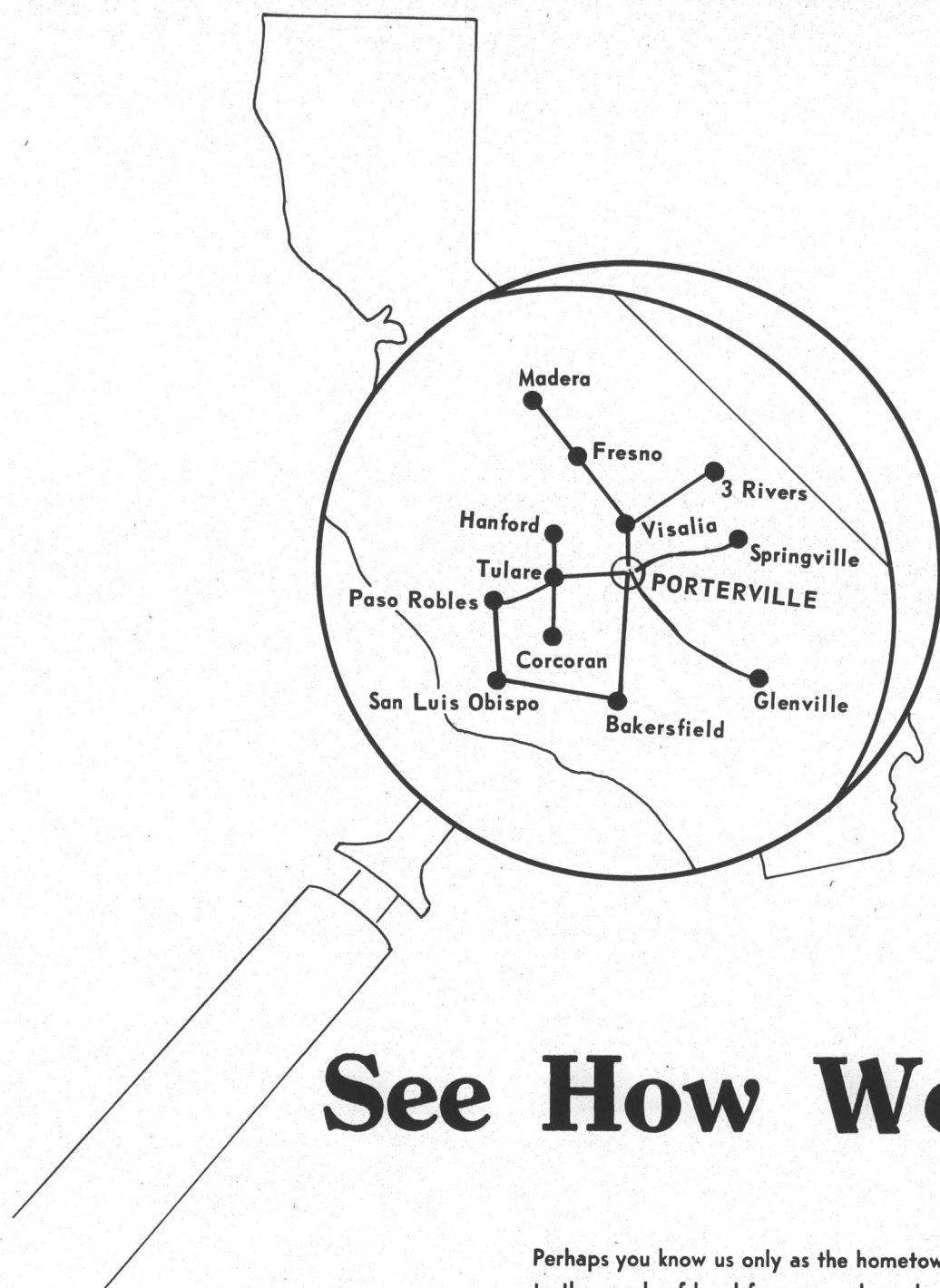
Wheeler, now chairman of the Tulare County Industrial and Business Development committee; Ralph Baker, whose special job is tax information; Burke Burford, attorney; Aubrey M. Lumley, former chairman of the county industrial committee; Mel Carter, of the Southern California Gas company; Dave Chamberlain, building contractor; Norman Polly, head of the California Employment office in Porterville; Ralph Purcelli, manager of the Rockwell Manufacturing company plant in Porterville; Roscoe Sparks, manager, Southern California Edison company, and Fred Pierre, Bank of America manager.

Foundation

(Continued From Page 4)

completely modern, and attractive industrial plant, and the fact that people of the Porterville community did go along with the project indicates the friendly feeling of the community toward the type of industrial development that Rockwell represents.

The Civic Development Foundation is administered by directors, elected by members of the Foundation. And a plan of industrial financing that was new to the community in the beginning, and that, like most new ideas, was met with skepticism in some quarters, is now an established and accepted fact.



See How We've Grown

Perhaps you know us only as the hometown feedstore catering mainly to the needs of local farmers and ranchers.

For most of our thirty-three years this was true. But today, we serve a much larger area. In fact, as you can see by the map, most of the central San Joaquin valley.

Among our customers are many who live in out-of-the way places. Places that appear only as pin-dots on a map. But, we service them as faithfully as we serve the one in town. Needless to say, this has won us many friends and is one of the reasons why we have grown.

However, the main reason is our Double F Brand Feed. A feed that is consistently of high quality and manufactured to the customers' particular needs and to exacting mill standards.

We call this "custom milling" and we are one of the few feed firms to engage in it. While it may not be the simplest way to make a feed, experience has proven it to be the best for the profitable production of milk and meat.

Those who understand this . . . keep us plenty busy. So much so, that each year for the past ten we have found it necessary to expand our milling facilities.

This expansion has helped you too. It has meant more employment for more people who in turn, pay more taxes to buy more roads, more schools, more parks and more of all the things that help a city to grow.



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Farmers Feed

"FROM OUR OWN CUSTOM MILL"

111 SOUTH "D" STREET

SU 4-3304

Porterville's Oldest Independent Feed Store

NOT AN INDUSTRY, BUT . . .

Porterville State hospital is most certainly not an industry, but its effect on the economy of the community is comparable to industry, since it represents new capital investment, and provides a substantial payroll.

Located five miles south and east of the city of Porterville, the hospital plant represents a \$17,000,000 investment; major construction for which state financing has been approved and which is now under way, amounts to \$1,075,000; major construction proposed, but not yet financed, amounts to \$3,182,363.

The 1962-63 hospital budget is \$7,459,000; a total of 1,200 persons are employed; monthly payroll amounts to \$450,000.

Now serving 2,550 patients from the 21 central counties of California, the hospital draws nearly 900 visitors each month from outside the Porterville community. These monthly figures are estimated as: 800 parents, of whom 100 spend a night in Porterville; 137 hospital volunteer workers from a radius of 75 miles; about 100 official tour visitors; something over 50 persons in connection with hospital business or state administration; about 15 employment seekers, and a half dozen or so tourists.

Hospital payroll, state expenditures at the hospital, and the money that is spent in the community by the persons who each month visit the hospital for one reason or another, add up to a stabilizing, and significant financial factor, in the economic life of the Porterville community.

Why Porterville?

Porterville is a community of diversified interests and activities.

It offers more than 60 service, professional, veteran, social and fraternal organizations; it has 27 churches, a community playhouse, two bowling alleys, a community concert association, a modern motion picture theater, a skating rink, four exceptionally good dining places, a golf association, riding and roping clubs, a "Horseless Carriage" group, garden clubs, camera clubs, many organized youth groups, public forums, and a sportsmen's association.

The City of Porterville administers a golf course, a modern plunge, a library, a baseball field, an airport, and several parks, with cooperation of the school districts, the city provides an extensive summer recreation program for young people.

Educational facilities include nine elementary schools, two junior high schools, a senior high school, a two-year college, two parochial schools, and an adult college.

Special districts provide a modern hospital, and an 1,800-seat auditorium.

Within an hour's drive are Sierra resorts, trout streams, and deer and bear hunting; on "the edge of town" sportsmen find upland game bird hunting; two hours away are Sequoia and Kings Canyon National Parks; the Sequoia Forest is administered from headquarters in Porterville.

At the recently-completed Success dam, just 10 minutes from town, lake waters provide boating and warm-water fishing; being rapidly completed around the lake are parks, camp grounds, picnic areas, and a 1,200-acre public hunting area.

Major community celebrations each year include a rodeo, a fair, a sportsmen's banquet, a nationwide fly-in, a Veterans' Homecoming.

And Porterville is essentially a friendly community.

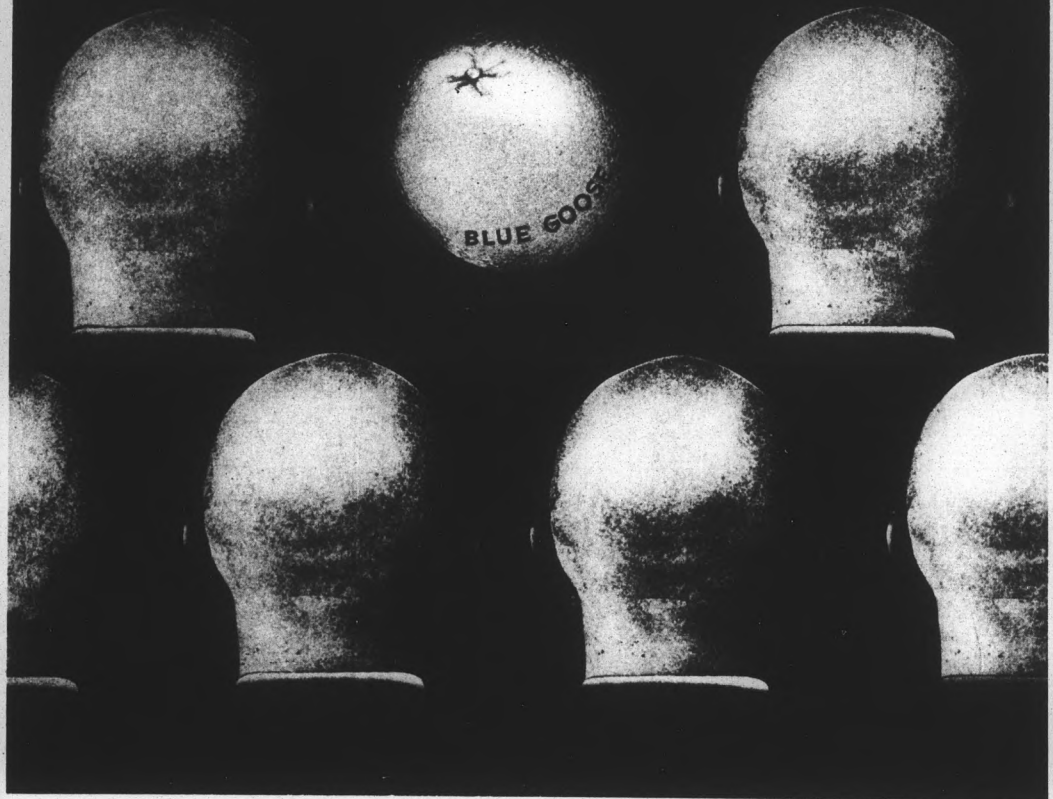
These are some of the things that the Porterville community has to offer those persons who seek new homes, new business sites, new industrial locations.



ON SUCCESS LAKE, 10 minutes from Porterville



STANDS OUT IN ANY CROWD



The slickest oranges of all are BLUE GOOSE, grown right here in Porterville by our finest citrus farmers. Even without their stamp you'd know them . . . by their quality. A quality that is known throughout the world as the "cream of the crop". And, wherever they're known, so is Porterville.

PORTERVILLE

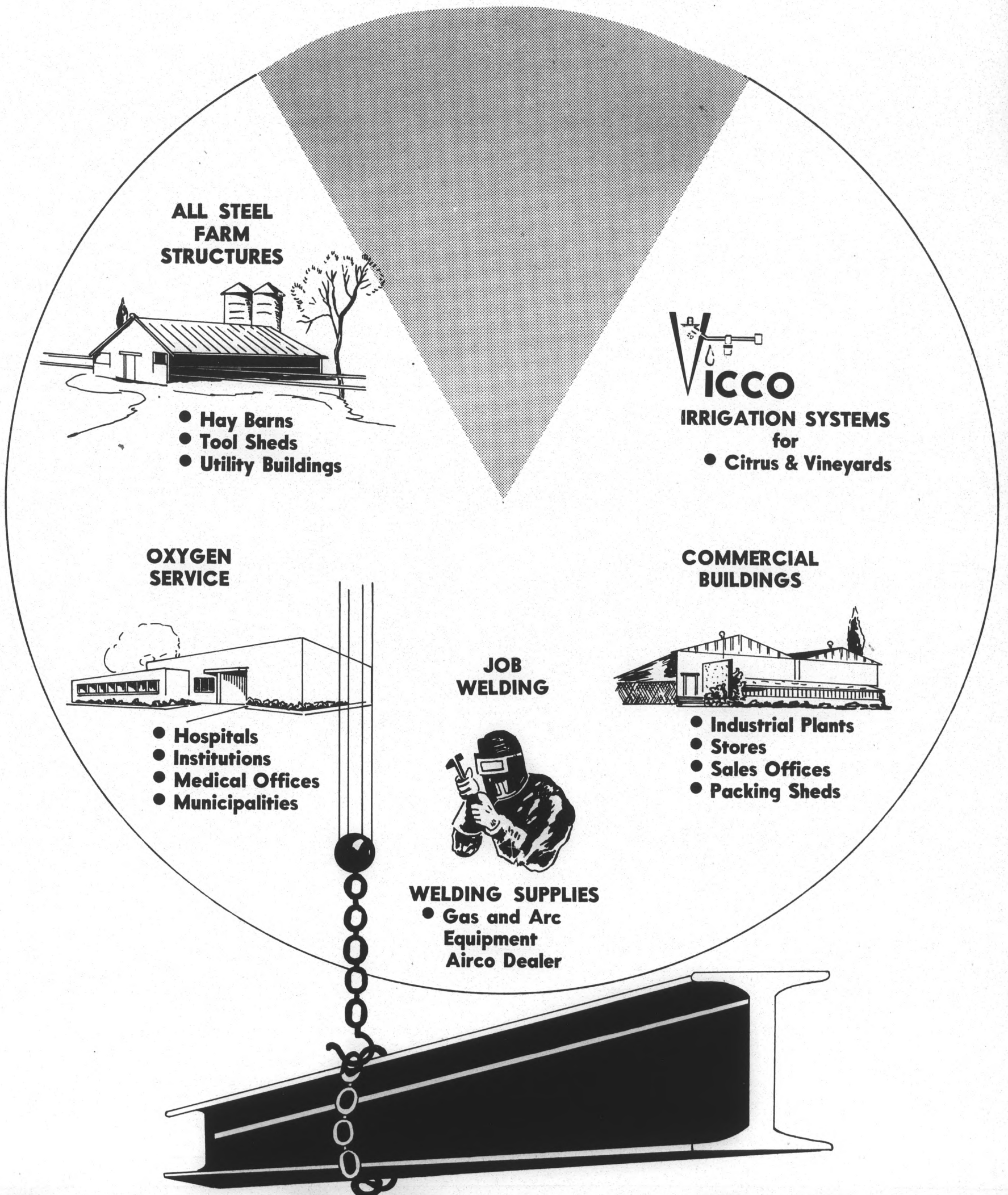


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ORANGES — LEMONS — GRAPEFRUIT

A Diversified Economy Needs Diversified Services

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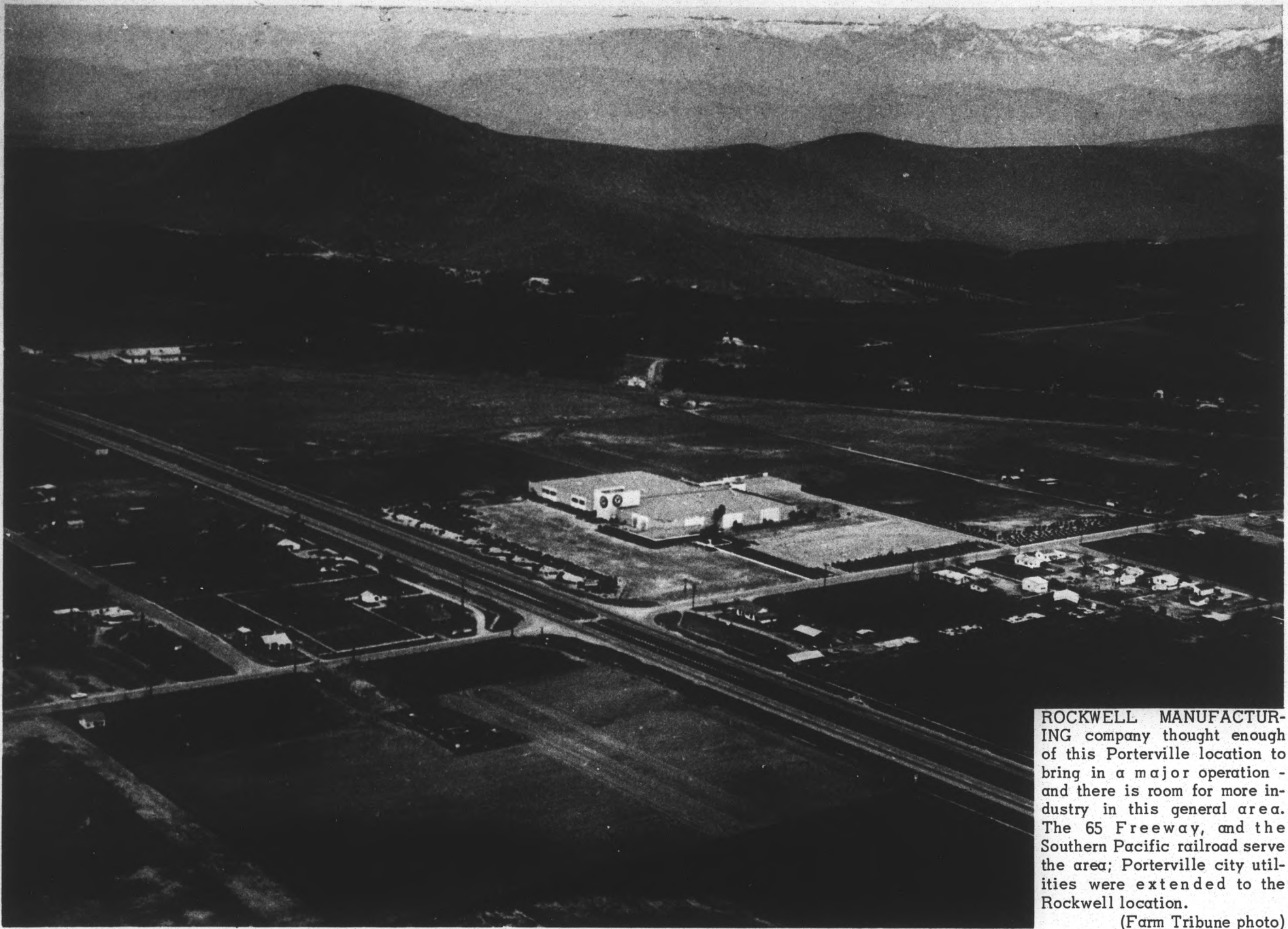
VALLEY WELDING WORKS

DESIGNERS — FABRICATORS

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"We Go Anywhere"

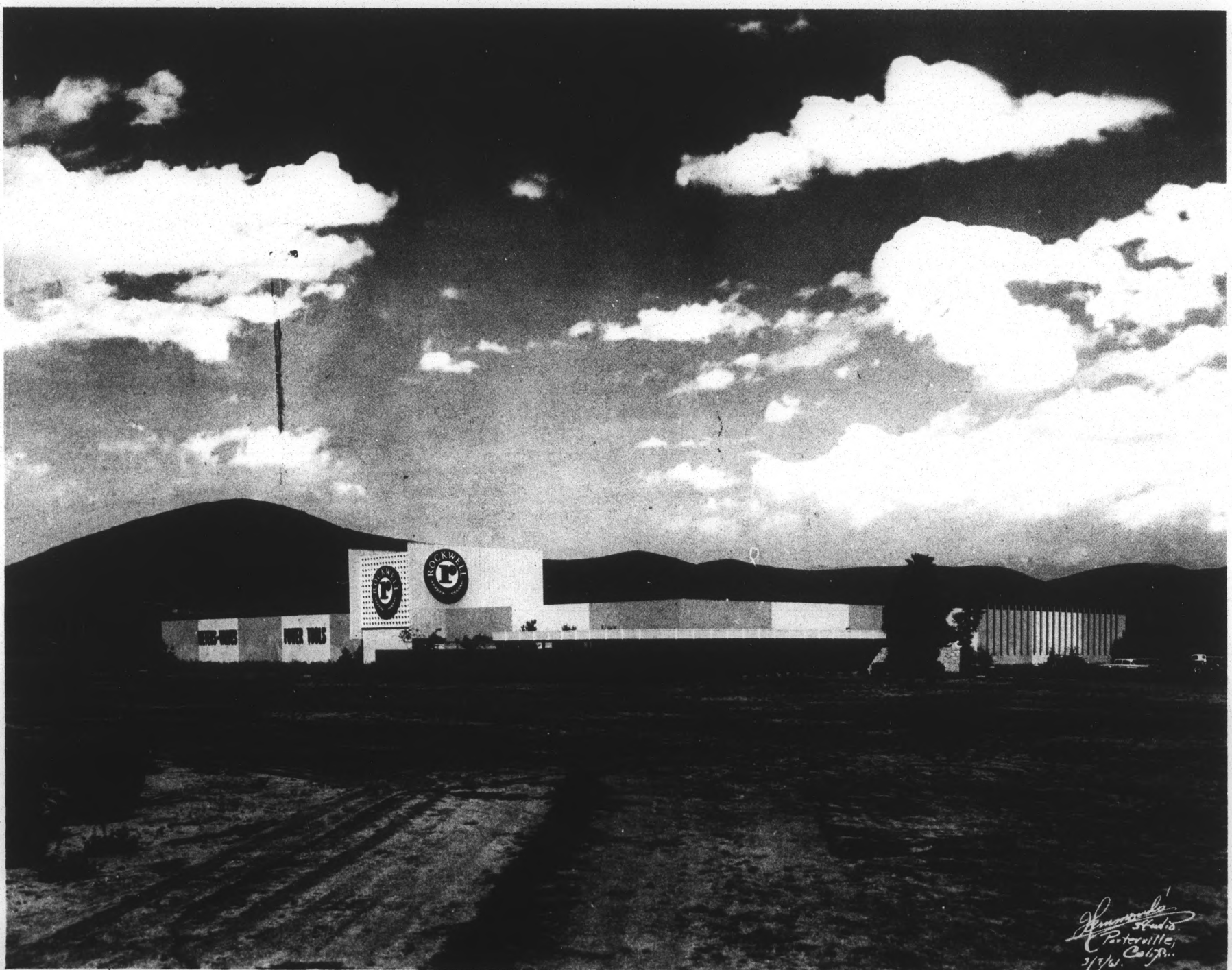
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ROCKWELL MANUFACTURING company thought enough of this Porterville location - and there is room for more industry in this general area. The 65 Freeway, and the Southern Pacific railroad serve the area; Porterville city utilities were extended to the Rockwell location.

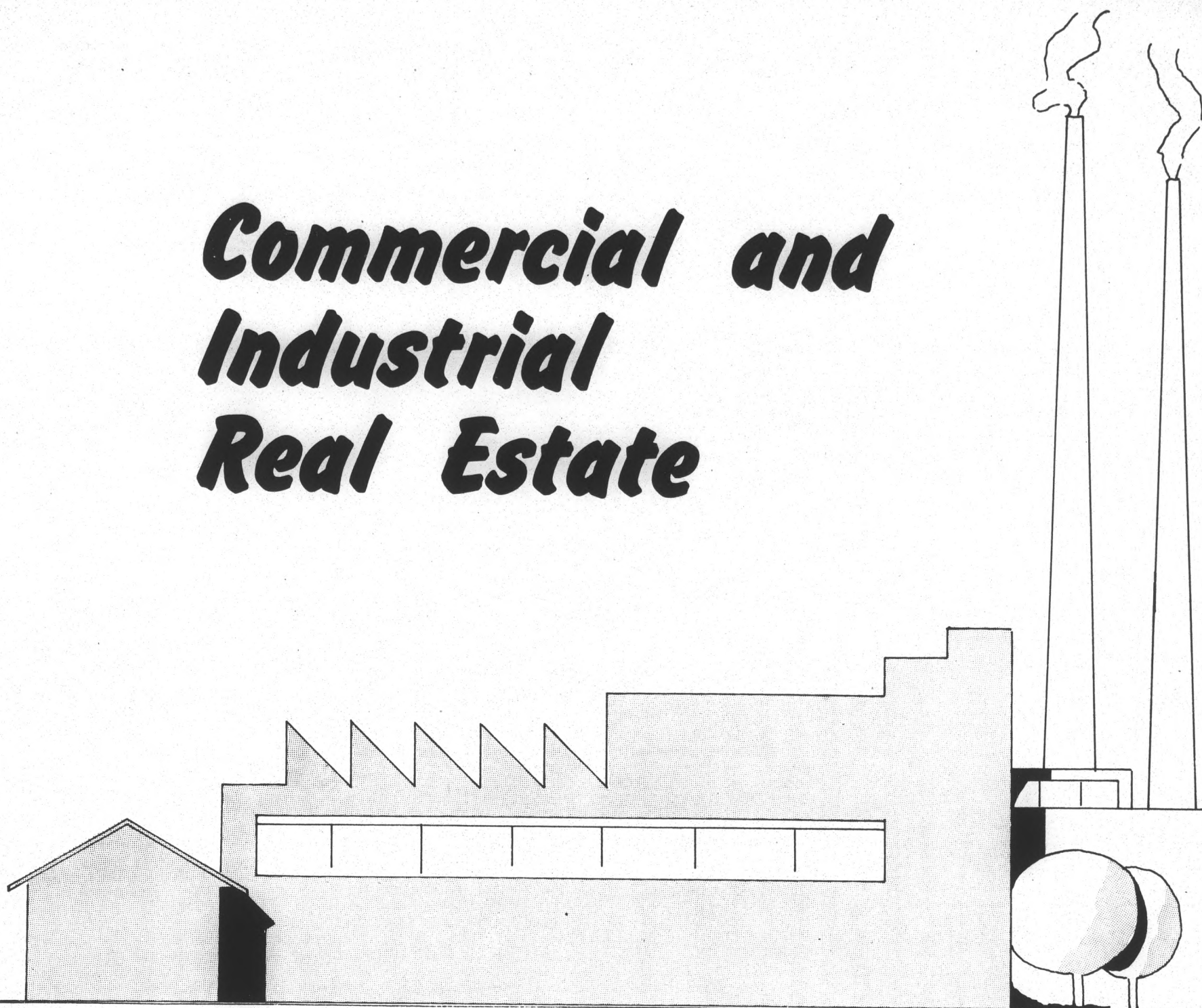
(Farm Tribune photo)

It's A Pleasure To Be A Part Of Porterville's Economy



*Hammond Studio
Porterville, Calif.
3/29/62*

Commercial and Industrial Real Estate



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Porterville, California

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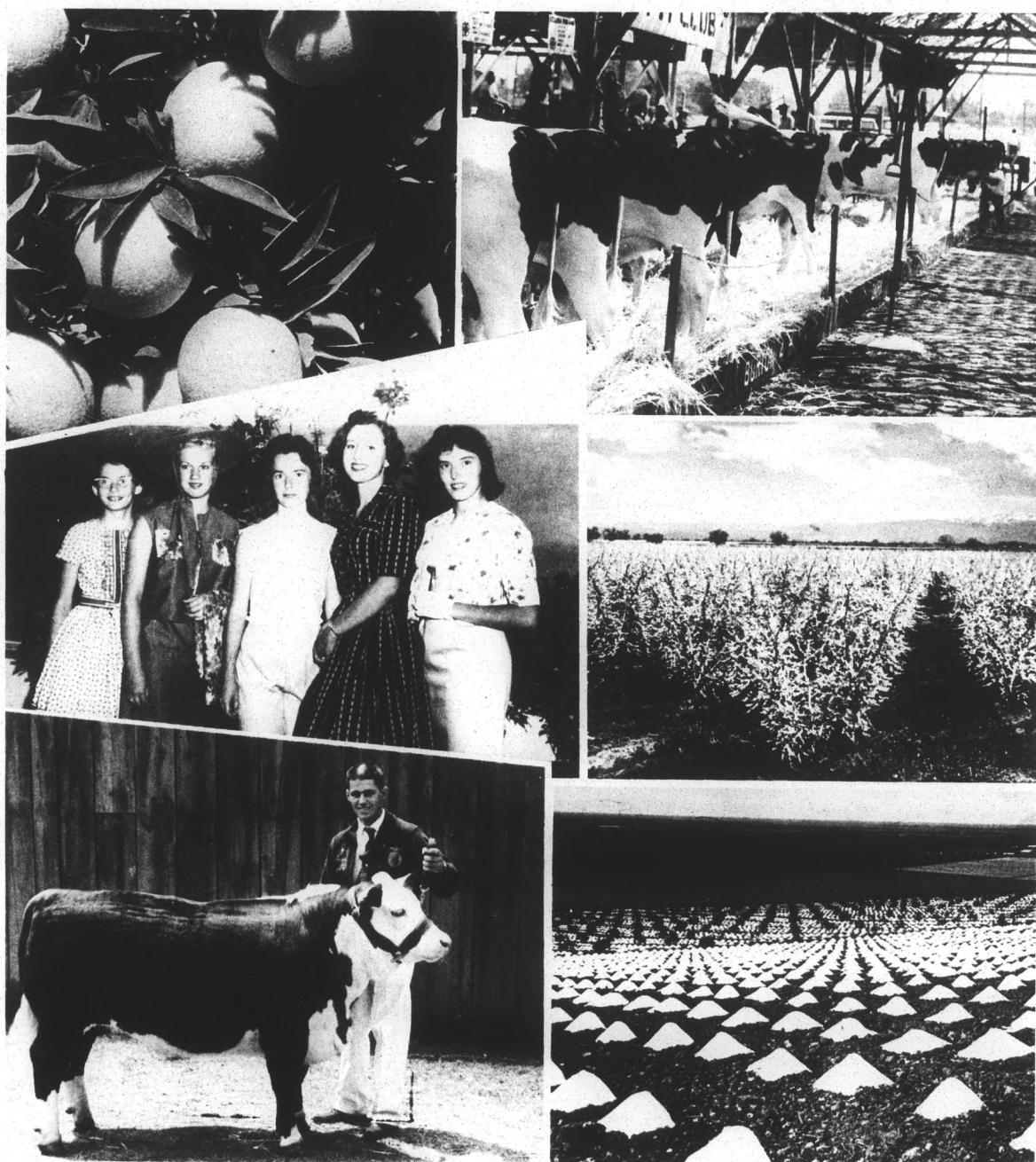
OUR GREATEST INDUSTRY

As Goes Agriculture, So Goes Our Valley. New land goes into production and new irrigation problems are created. Our business is built on helping you solve your irrigation problems — giving you the service you need at a price you can afford.

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IN OUR VALLEY



BOWL REPAIRS — MOTOR REPAIRS — ELECTRICAL WORK — PUMP PARTS
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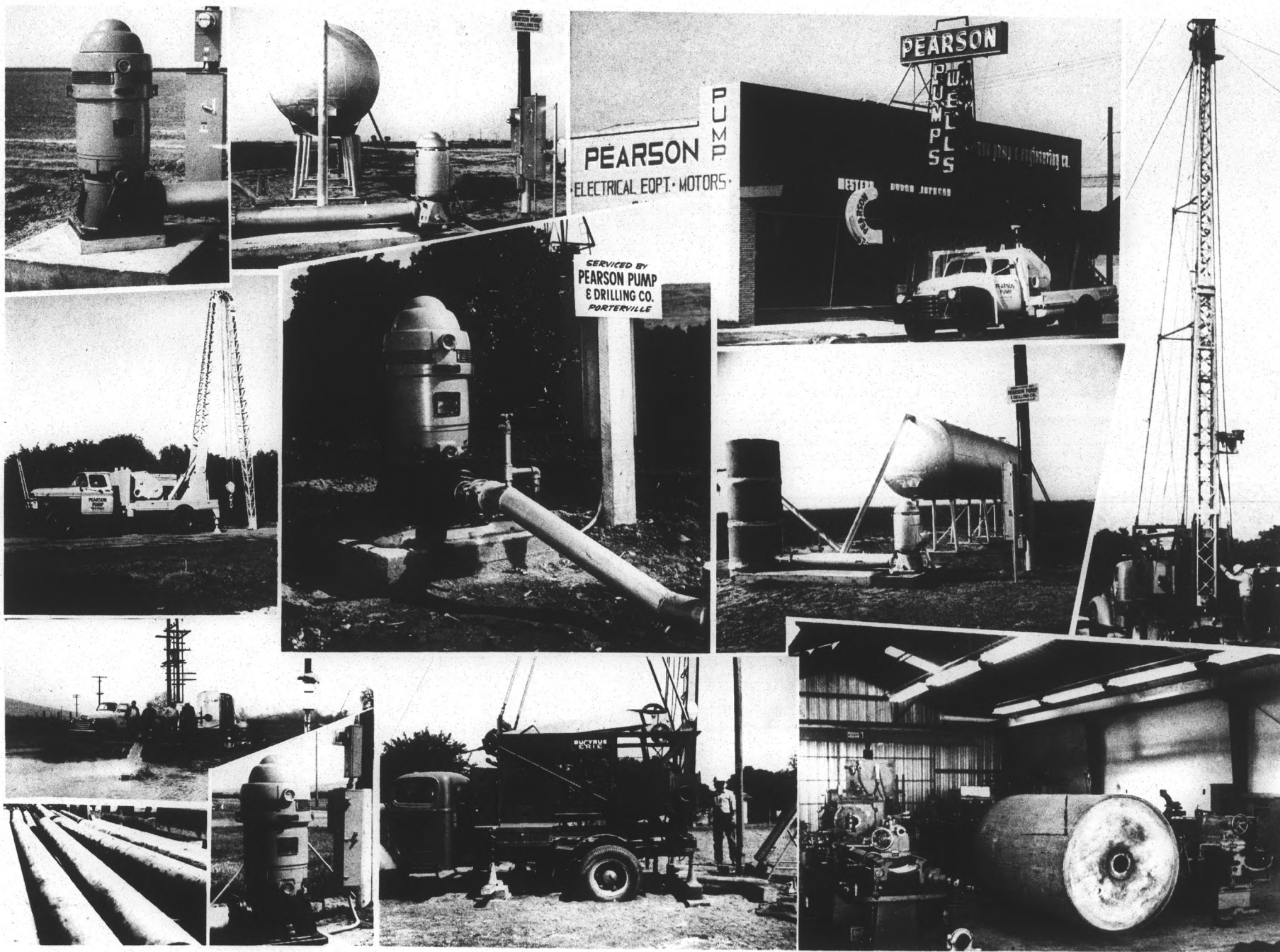
Olive and E Street

Evenings SU 4-3678

WHY WE GREW

AND GREW-AND GREW-AND GREW

As The Need For A More Complete Water Engineering Business Grew . . . So Did We . . . The Need Was Created By Land Development and Service To Fine Land Already In Production — It Is Our Desire To Fill This Need.



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COMPLETE WATER ENGINEERING

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Olive and E Street

Evenings SU 4-3678



A 6,000-FOOT, lighted runway, open in all directions, makes the Porterville Municipal airport a desirable facility for use by executive planes, as well as for the "hobby"

pilot. The airport is protected by zoning of adjacent property; it is only 10 minutes from downtown Porterville, yet, as the above photo shows, it is in a completely open and clear

area. Considerable land is available on the airport for industrial use; favorable land leases have been worked out, and will continue to be worked out by a cooperative Porter-

ville city council. An industry or business for which an airport facility is desirable may well find opportunity here. Actually, few towns of Porterville's size - in fact few towns

of considerably greater size, can offer an airport comparable to the Porterville Municipal field. (Farm Tribune photo)

WE SERVE AGRI-BUSINESS IN THE SOUTHERN TULARE COUNTY AREA

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THE FARM TRIBUNE
In Porterville

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WE CAN SUPPLY IT

THROUGH
FARM TRIBUNE
PRESSES
PASS
THE
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ECONOMICAL
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THAT IT
IS POSSIBLE
TO PRODUCE

John Keck
Bill Rodgers

FIFTEEN YEARS AGO

We started with a shirttail full of type in the back section of a Main street store building. We still haven't made our first million, but we have twice expanded our shop floor space, and we are proud of the fact that we now have the most versatile printing plant in southern Tulare county — a plant that utilizes the most modern of Offset and Letterpress methods.

We have tried to keep abreast of, or maybe just a little ahead of printing demands that are constantly increasing as the Porterville community expands. And we most sincerely appreciate the business that farmers, merchants, professional people and industrial firms have seen fit to turn our way.

We found opportunity in Porterville; we see opportunity ahead in our own field of work. We know there is opportunity in the Porterville community for most anyone who is willing to seek out opportunity, then meet it halfway.

The Farm Tribune

Southern Tulare County's Most Versatile Printers

PORTERVILLE

413 East Oak

SU 4-6154

OFFSET and LETTERPRESS PRINTING

Service

...is our BIGGEST product

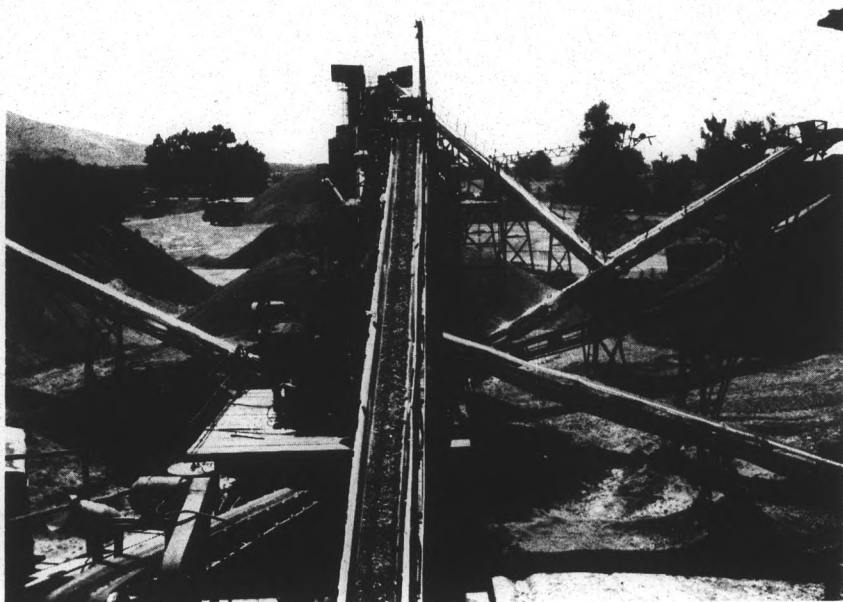


Nothing about our business is small. Everything's big. Big mills, big conveyors, big stockpiles, big trucks. But, nothing is bigger than our service. It's our claim to superiority over our competitors. It's what has made us number one in our field.

Of course, you have to have good materials also. And, we have. To make sure of it, everything we manufacture is continuously tested in our own laboratories for uniformity of quality. This is the reason why the last batch of ready-mix is identical to the first, regardless of whether you poured 5 yards, a 100, a 1,000, or a million yards.

The same is true of our aggregates. Their size never varies. They're as alike as peas in a pod. And by the way, did you know that you can get them now whenever you need them . . . 24 hours a day . . . seven days a week.

It's just another of our many services. Services, that help a community to grow.



SEQUOIA ROCK COMPANY

PORTERVILLE — VISALIA

Sand - Rock - Base Materials - Aggregates - Ready-Mix



CONCRETE

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1936 . . FARM LANDS SOUTH OF PORTERVILLE



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ENOUGH TO PROVIDE THEM WITH ADEQUATE INSURANCE PROTECTION? MOST EMPLOYERS THINK SO, AND PROVIDE THIS PROTECTION THROUGH PACIFIC MUTUAL'S GROUP INSURANCE PLANS. A FEW ARE LISTED BELOW:

Group Life Insurance

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WE'LL BE HAPPY TO EXPLAIN THESE PLANS AND OTHERS IN FURTHER DETAIL ANYTIME, AT YOUR CONVENIENCE.

Pacific Mutual

LIFE INSURANCE CO.

"Progressive Insurance For A Progressive Community"

1962 .. OVER \$25 MILLION IN CAPITAL INVESTMENT



EXAMPLE OF the steady growth that has been characteristic of the Porterville community is shown in the com-

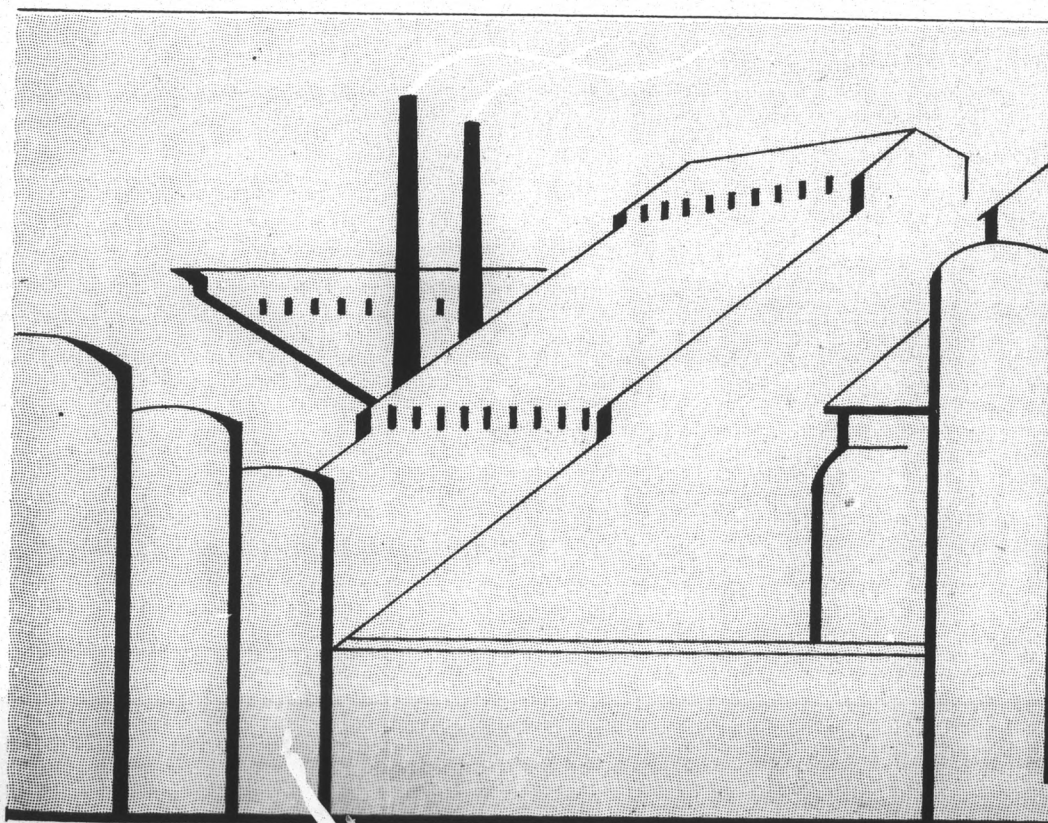
parative photos at left and above - farm land adjacent to the city of Porterville changing in use for expansion of homes,

industry and public facilities. In above photo Porterville college campus is shown at bottom, center; Vandalia school

at center, right; Porterville State hospital at top, right; plus homes, industrial locations and major road improve-

ment. The 1936 aerial photo was taken by Vernon Baird, of Strathmore; modern photo by The Farm Tribune.

PORTERVILLE'S LEADING INSURORS OF
INDUSTRIAL
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MANUFACTURERS - SHIPPERS - PACKERS - PRODUCERS - BUSINESS FIRMS

PORTERVILLE'S MOST UNUSUAL INDUSTRY



THE NAME of Joe Pfiefer's operation on the Porterville Municipal airport - Industrial Aviation - is somewhat misleading, for Joe's major occupation is the construction of

antique airplanes. Joe starts from scratch, makes every detailed part, puts them together, and the result is a new replica of vintage aircraft. In above photos, from top left, Joe, and

son "Butch", at left, are shown working on a 1916 Sopwith Pup, originally built by the British and considered the most deadly fighting plane in World War I. Top right shows Joe, with the Sopwith's instrument panel (compare that to a modern fighter plane); at lower right is a headon view of the completed plane, showing the Rhone rotary engine that powers the Sopwith (the engine turns at the same speed as the prop), and at lower right is the

Sopwith ready to go on the Porterville airport. The plane was completed a year ago and during 1961 was flown at a number of military events commemorating the 50th anniversary of military aviation, as well as at several air shows. "Official" appearances of the Sopwith were exhibition flights at Colorado Springs, Lowry Field near Denver, Fort Collins in Colorado, Moffitt Field Castle Air Force base, Vandenburg Air Force base, and

at other military shows. A half dozen dates have already been booked for air shows this spring. The Sopwith was constructed from original British blueprints. At present, Pfiefer has near completion two 1914 Newports, Model XI, a military plane used by the French in World War I. These planes will also be ready for air shows throughout the nation this year. Certainly this is Porterville's most unique industry.

(Farm Tribune photos)

WHAT DOES INDUSTRY WANT? DOES PORTERVILLE HAVE IT?

Industry does not just happen to come to a community; industry locates its plants in a given place because it is advantageous to locate there.

Three Porterville men, among many others, have given considerable time to "telling the Porterville story to industry", and they have heard industry's story also — they know what industry looks for.

And when you compare notes with Les Hamilton, currently the chairman of the Porterville chamber of commerce industrial committee; with John Wheeler, chairman of the Tulare county industrial and business development committee and also a member of the California chamber of commerce industrial committee; and with Aubrey M. Lumley, a former chairman of the county committee, you begin to see what an industrial committee is up against.

There are of course the essential elements — utilities, transportation facilities, water situation, climate, public utilities, available labor supply, and availability and price of land.

In general, Porterville fills the bill pretty well in these categories, with one exception. Public transportation in and out can stand some improvement, and most certainly a logical project for the chamber of commerce is work in this area, both on land and in the

air.

The tax situation is also an important factor, and while local tax rates do not seem to be a discouraging factor, the state-wide picture is not so good at present.

Wheeler says that at the state level there has, in the past two years, been a definite slackening of industrial movement into California because of the tax situation resulting from policies of the present state administration.

Major movement of industry now seems to be into southern states, with Texas enjoying the same kind of boom that California had a few years back.

This does not mean, of course, that no industry is coming to California, but there has been a slow down.

Of course the Porterville community can do nothing about state policies by itself. It can only continue to "make its pitch" when the opportunity arises.

The more intangible things that industry looks for in a community include recreation potential — Porterville rates excellent in this field; and there is community attitude — does the community generally want industry, or is there an antagonistic attitude toward industry. (After all, there are communities that do not want any type of industry.)

But Porterville creates a gener-

ally favorable impression when representatives of industry visit the community, and the appearance of the town — its schools, its public buildings and public facilities, its business district, its social life receive favorable comment.

These things are on the plus side in so far as Porterville is concerned — but like every community, it does have its negatives.

Perhaps the two most important drawbacks are the lack of public transportation facilities and location "off the beaten track." Of course Porterville cannot compete with the industry that wants to be in, or adjacent to, one of the state's metropolitan areas. And many of them do. And perhaps an organized industrial park would be an advantage.

But Porterville does have many things that industry likes, and it is the positive aspects that the industrial committee will continue to try to sell.

If business forecasts are correct, the real movement of industry into the San Joaquin valley still lies ahead — perhaps several years. When this move does start, Porterville's problem may well change from the "wooing of industry" to that of finding ways to take care of it.

As for the general routine of industrial location, usually a representative of an industry, or an in-

dustrial placement firm, through one channel or another, gets in touch with the Porterville industrial committee; often the first contact is a request for information, based on specifications set down by the industry.

If the ball starts to roll, representatives of the industry, or of a placement firm, come to town to take a look. They are "wined and dined," and shown anything they want to see and as much more as they are willing to look at.

Quite often members of the local committee do not know the name of the firm they are dealing with; they know only what the firm is looking for.

Probably the industry representative is also looking at other locations, so there is often a bit of conversational jockeying to find out what other towns are under consideration.

If the deal progresses to a point where the firm name is known, and demands are defined in detail, then a financial check is run by the local group on the firm in question. Surprisingly, this check is not always favorable, and industries have been sidetracked from this community simply because it appears that they may be attempting to "promote" the community.

But most of the time the industry is desirable, and the real negotiations start — and at the

same time negotiations may be starting with the same industry in other communities.

It then becomes, to some extent, a matter of selling, but ultimate choice on the part of the industry will be based on the location that is most advantageous to the industry involved.

Then there is always the problem of what to do about an industry that really wants to come in, but that has undesirable features, such as smoke, odors, dust; from the community standpoint, does the benefit overshadow the undesirable aspects?

And there is the often-asked question — why aren't we getting more industry?

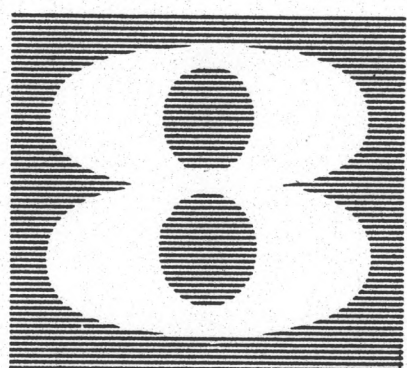
Perhaps the obvious answer is, "Volunteer for the industrial committee. We need interested workers."

But one thing is certain. Unless the industrial committees provide the information, and make the selling pitch, industry will land elsewhere.

So the effort continues; the disappointments are many; but somewhere there is a desirable industry that needs Porterville and that Porterville wants.

This is what keeps public spirited citizens manning the industrial committee.

Subscribe To The Farm Tribune



TRUCK LOADSEVERY WEEK

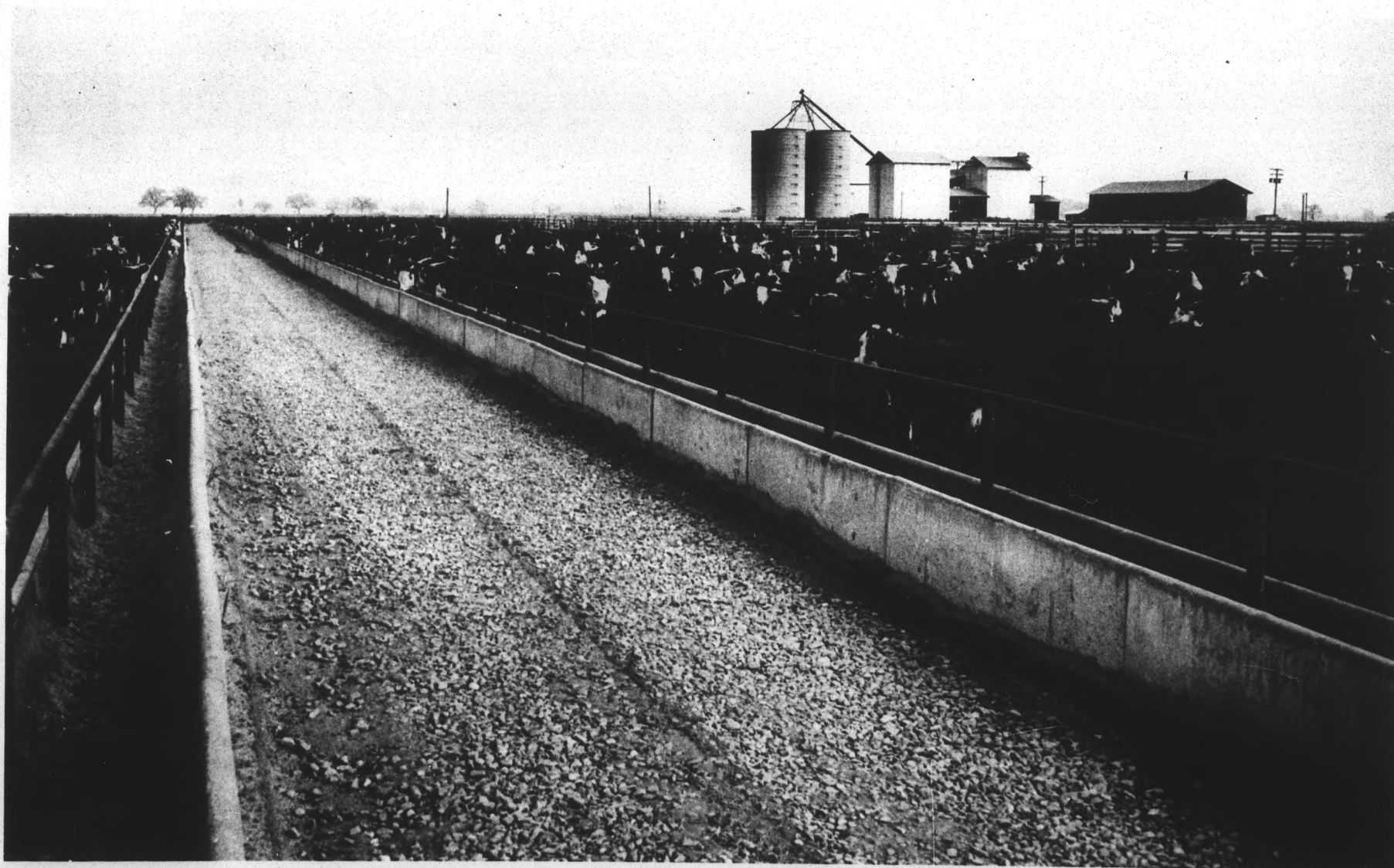
Each week of the year, eight of these specially-built cattle trucks leave our yards with top-finished steers destined for San Francisco and the finest restaurants in the bay area.

Their annual number approximates some 15,000 head. Each, fed-out to USDA choice grade by our own experienced cattle feeders from rations prepared in our own feed mills utilizing home-grown feeds.

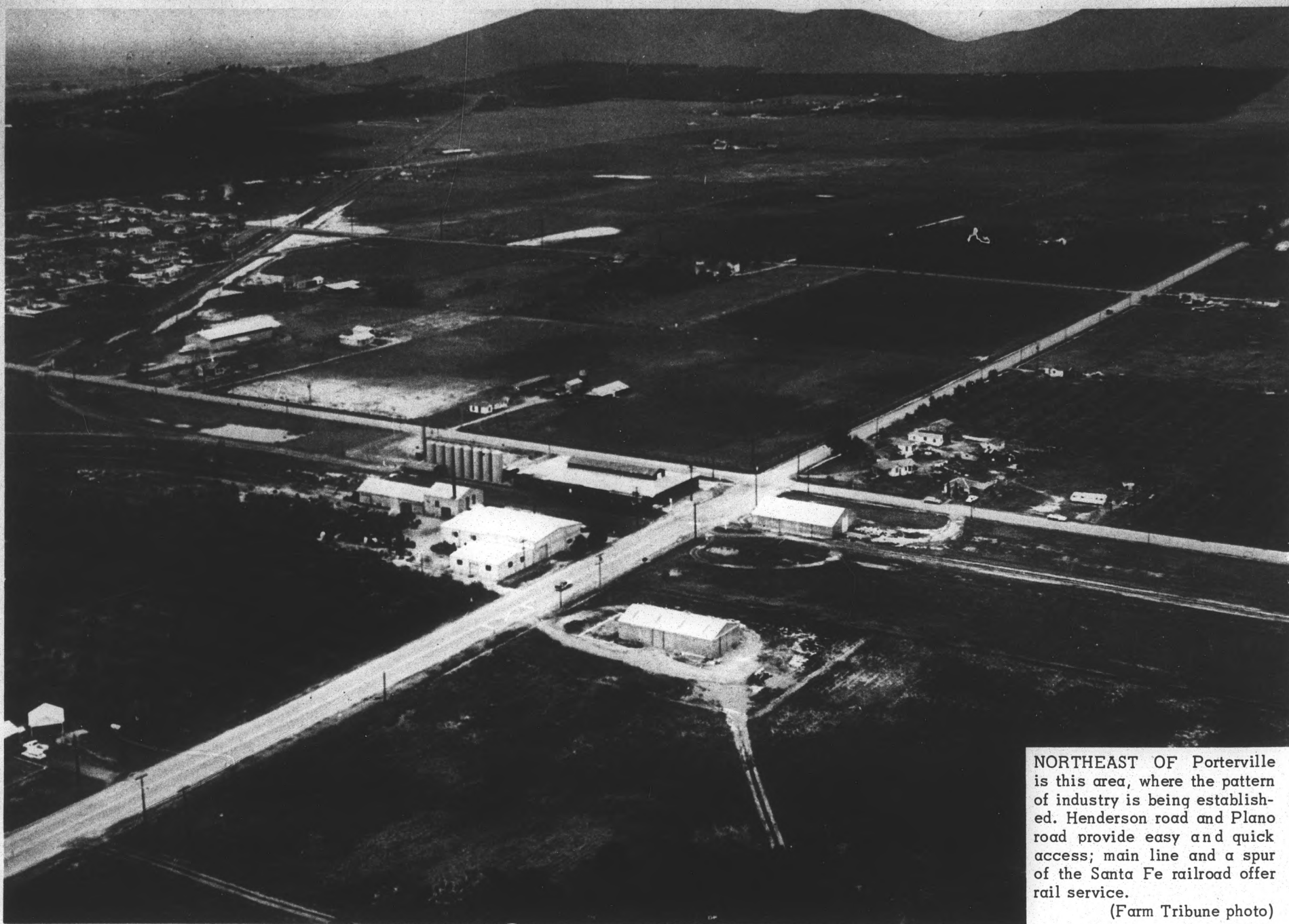
Engaged in the production of these feeds are hundreds of local farmers and grain growers to whom we pay top-of-the-market prices.

Having this market close to home, not only adds extra dollars to their income, but to yours also. As this money goes to help make up our total community income.

When added to the salaries of our own employees, it amounts to several million dollars, and is one of the reasons why the production of cattle and its related industries, is our number one income producer.



THE PATTERN OF INDUSTRY IS HERE



NORTHEAST OF Porterville is this area, where the pattern of industry is being established. Henderson road and Plano road provide easy and quick access; main line and a spur of the Santa Fe railroad offer rail service.

(Farm Tribune photo)



First Choice

Among Discriminating buyers, GOLDEN EAGLE OLIVE OIL has long been "First Choice". Its natural golden color and distinctive nut-like flavor has made it the favorite of both housewives and chefs from coast to coast who take pride in serving their families and guests, only the finest.

Made in Porterville from selected home-grown fruit, it is today one of the largest selling American-made olive oils on the market. Recent plant improvements will make possible even larger sales in the future.

You will share in them. For, as sales increase, so does our payroll. You can help in this respect by asking for GOLDEN EAGLE OLIVE OIL, the next time you go shopping.

Golden Eagle OLIVE PRODUCTS

N. Plano Road

Porterville, California

The Worlds Best Fabrics Begin Right Here

It takes quality lint to make quality fabrics and, nowhere in all the world is a better lint grown than right here in our own area.

Much of this lint (30,000 bales) is produced by our own 300 grower-members who, this year, are celebrating the twenty-fifth anniversary of the founding of their co-operative organization.

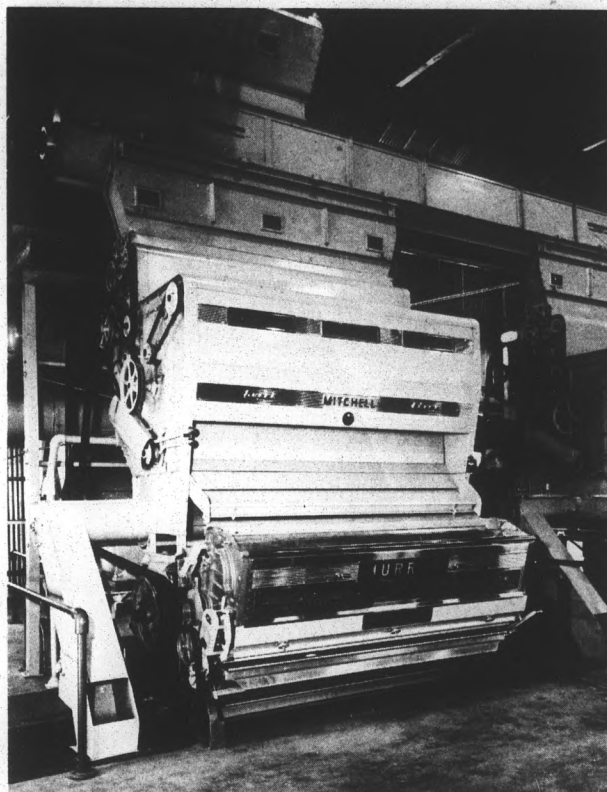
An organization, which today has grown to be one of the largest of its kind for the production, processing and marketing of fine quality lint through its own, and associated facilities.

To maintain these facilities requires an approximate one hundred full and part time employees. These are in addition to the many other hundreds employed by the producers themselves throughout the growing and harvesting season.

Their salaries, together with the producers' income, adds many millions of dollars annually to our local economy and will, for some time to come.

You can help this income to grow even larger in the years ahead by remembering to ask for materials made from cotton fibres whenever you go shopping. You'll benefit by getting a more comfortable, longer lasting and more economical fabric too.

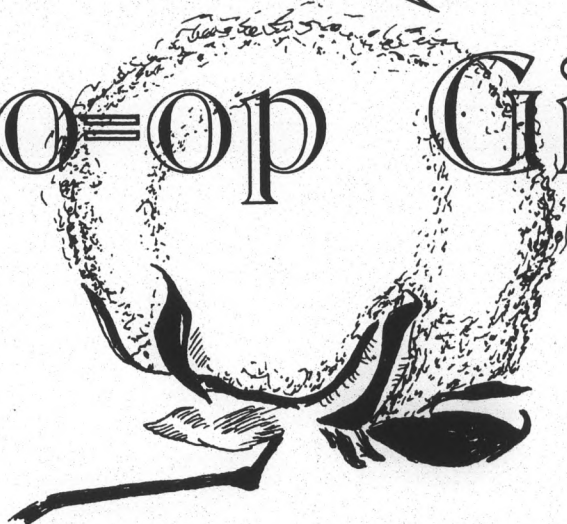
Should you, and your friends, like to know more about our organization and how we produce these better fibres to make better fabrics, we'll be happy to show you around our modern plants, any time you care to call.



Modern Ginning Facilities

One of the 25 Modern Gin Stands which were installed in the last three years

Tule River Co-op Gin



"A GROWERS' ORGANIZATION"

GROWER OWNED — LOCALLY MANAGED



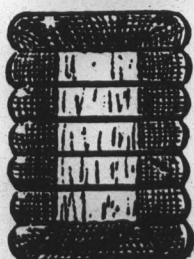
Quail Plant



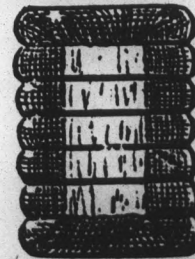
Woodville Plant



Bliss Lane Plant



Cotton Week May 13-19

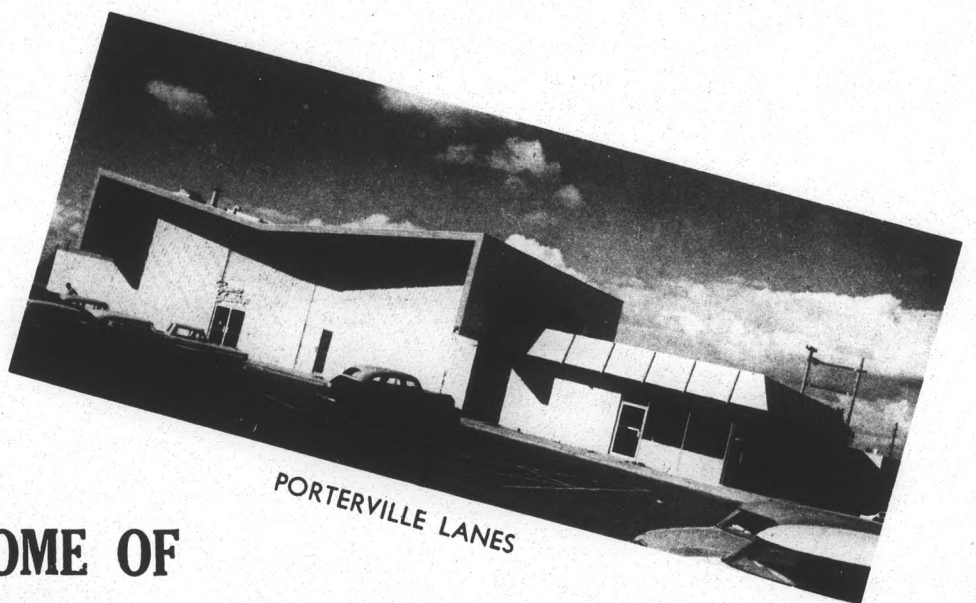


IT TAKES CONCRETE

... For Cities
To Grow
... We
Make It



SIERRA VIEW HOSPITAL



PORTERVILLE LANES

THESE
ARE SOME OF
OUR JOBS



VILLAGE SHOPPING CENTER



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**PORTERVILLE
READY-MIX
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- Concrete ● Rock ● Sand
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"A Home Owned Industry"



TWO OF OUR FLEET OF MODERN
TRUCKS THAT DELIVER THE MATERIALS
TO YOUR JOB — FAST

EXCLUSIVE BLOCKLITE DISTRIBUTOR

We Only Heard—

By Bill Rodgers

THERE IS nothing new about the search for industry in southeastern Tulare county.

BACK IN the "good old days" nearly three quarters of a century ago, there was talk in Porterville about getting industries started that would compliment agriculture and that would utilize the natural resources of the area.

THERE WAS considerable conversation around the turn of the century about a marmalade factory to utilize the oranges that the new citrus industry was growing faster than they could be sold; there was talk of utilizing mountain lumber in industry, and at one time Springfield had a box factory and a furniture factory.

PORTERVILLE FOR years had a slaughter house; at one time magnesite, mined near Porterville, was processed at a large plant on Orange street; the working of granite was once a flourishing local industry; a fruit cannery once operated in Porterville.

TWO POINTS can be made by looking back into history: 1. People of this community, while not visualizing Porterville as an industrial town in the sense that industry would suddenly dominate the economy of the community, realized that investment, jobs, and payroll added stability to the community; 2. Economic factors determined whether or not an industry got past the talking stage, and how long it survived if it was actually started.

GENERAL ATTITUDE hasn't changed much today; jobs, payroll, investment are still thought of as desirable; the same talk, the same effort that was common in the old days still prevails in modern and intensified form.

BASICALLY, THE economic factors have not changed through the years; probably the marmalade factory was never started because the profit gamble was too great; those early industries that were started then eventually fell by the wayside were the victims of a changing economy, changing public demands. The hard fact is that an industry must make a profit, and now, just as in the old days, the final, determining factor of whether an industry locates, or doesn't locate in a particular community, evolves around the profit potential.

MEANWHILE, COMMITTEE members work — and they work hard and conscientiously in the Porterville area—developing facts for industry, pointing out the desirable things about the community. This is necessary in the modern competitive age, but there is nothing that anyone can do or say that will bring in an industry unless the Porterville community adds up in total to a profitable location.

BUT PORTERVILLE has a lot to offer in many ways — and don't let anyone tell you differently. Somewhere there are good, clean, desirable industries that need what Porterville has to offer; industries that will benefit Porterville, and will, in turn be benefitted themselves.

THE CHALLENGE is to get the right people together in the right place at the right time. It has been done in the past; it will be done more often in the future.

Sterling Conley Pools

Are Built To LAST



With proper care, every STERLING CONLEY pool will last a lifetime, including the accessories that go with it — things such as the filter, the plumbing, the wiring and etc.

The reason is simple. Nothing but the finest goes into a **STERLING CONLEY** pool.

A fact, that may lead you to believe that our pools are also higher priced, when actually the reverse is true. For, although you pay more for the materials, the cost for installing them is less. This, because of our "know-how".

A "know-how" gained from constructing more than three score family-type pools for your friends and neighbors in the Porterville area.

And, the money they paid us has stayed right here at home, to pay the salaries of our full-time crew who in turn, buy the things you have to sell.

**Which isn't the main reason why you should buy a
STERLING CONLEY pool, only a point to consider.**

The main reason of course is, that they cost less, and last a lifetime.

"WATCH US GROW"

STERLING CONLEY POOLS

A DIVISION OF STERLING CONSTRUCTION CO.

State Licensed Swimming Pool Contractors

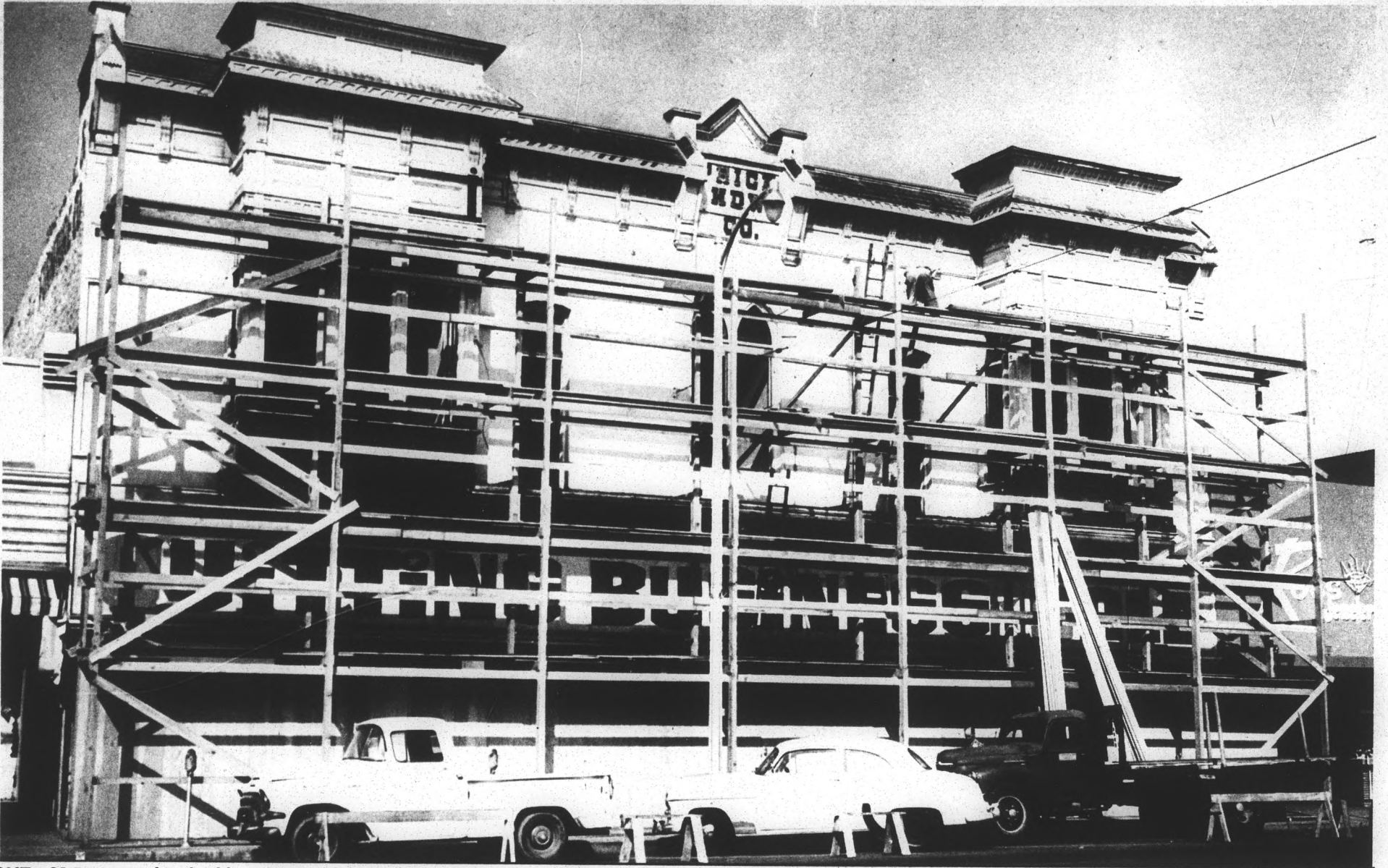
PORTERVILLE

1461 Sunnyside

SU 4-7164

[illegible]

A MAJOR FACE-LIFTING FOR MAIN STREET



SOME OLD towns look old - but not Porterville. Since the end of World War II many of Porterville's downtown business buildings have been mod-

ernized, and improved in appearance, indicating the forward-looking attitude of the community. The above building, started in 1889 by Porter-

ville's founder, Royal Porter Putnam, and used continuously since, is now being completely remodeled by its present owner, Virgil Hodgson, includ-

ing removal of the upper story, to provide a modern, new location for Thrifty Drug. Appearance of the Main street business district is indeed dif-

ferent than in its beginning days, when it was little more than a frontier trail, traveled by the Butterfield Overland Mail, and boasted only one building. (Farm Tribune photo)



Where do you find opportunity for industry?

Right here in Porterville — where forward-thinking people support industrial development. What else do you find in Porterville? Growth. A progressive attitude. Community spirit. Helpfulness (like the kind you can expect from Crocker-Anglo — most helpful bank of all). And lots of other things that make Porterville a community with a future.

PORTERVILLE OFFICE
406 North Main Street



California's Oldest National Bank

Member Federal Reserve System
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More than 100 offices in California



CANDIDATES FOR Queen of the 1962 Porterville Roundup,

May 5 and 6, are shown above— all of them seniors at Porter-

ville high school. From left, Sharon Fiori, Mickie Norwood,

Judy Weisenberger, Pat Bast-

ian and Maytie Gemmell.

the FARM TRIBUNE

VOL. XV — No. 41 PUBLISHED WEEKLY — PORTERVILLE, CALIFORNIA Thursday, March 29, 1962

SALUTE TO AGRICULTURE SET FOR MAY

PORTERVILLE, Mar. 29—A Salute to Agriculture will be fired by business men of Porterville during the third week in May, when special attention will be called to many phases of agriculture through special window displays, and special events will be tied in with the Porterville fair, May 17, 18 and 19.

Under direction of the Merchants committee of the Porterville chamber of commerce, Farmer Appreciation days will be observed in Porterville stores, and public attention will be called to the importance of agriculture as the "backbone" of the community. Tied in also will be observance of National Cotton week.

Events of the special week that are being definitely planned in— (Continued On Page 5)

FARMERS TO SEE THEIR OWN IMAGE

EXETER, Mar. 29 — Farmers will see themselves as others see them at a public meeting in the Exeter Memorial auditorium, 7:30 p.m., April 5, as the Council of California Growers presents its film, slides and narration entitled, "California Agriculture Looks At its Image — And What It Is Doing About It". Officials of the Council will participate in the program;



ASSIGNED TO the first and only nuclear-powered, guided missile cruiser in the U.S. Navy — the USS Long Beach, is Lt. Charles W. Easterbrook, Jr., who has been transferred from duties as an instructor at the U.S. Naval Academy at Annapolis, to 1st lieutenant on the cruiser. Easterbrook's orders carry augmentation to the Regular Navy. Son of Mr. and Mrs. Charles W. Easterbrook, of Porterville, Lt. Easterbrook attended Porterville high school and college, and College of the Pacific; he married the former Luellam Rountree, of Porterville. They have three children.

several Tulare county farm organizations are co-sponsors; the public is invited.

SPORTSMEN ORGANIZE FOR BANQUET

PORTERVILLE, Mar. 29 — Tickets for annual Sportsmen's banquet set for the evening of April 16, are on sale throughout the community, following last Friday night's meeting of directors of the Southern Tulare County Sportsmen's association, and their wives, to kick off Porterville's greatest dinner meeting.

Among key workers who are handling important aspects of the banquet are: Dick Reed, general chairman and president of the Sportsmen's association; Uly Priftike, tickets; George Cole and Norman Vossler, dinner; Mr. and Mrs. Ross Gardner, decorations; Lester Hamilton, pre-banquet reception; Walt Sommer, seating; Vince McHenry, door prizes; Dr. Chester Sewell, special guest door; and J. Claude Nelson, program.

Handling parking and traffic control will be Porterville city police, deputies from the sheriff's office, and the California Highway patrol.

The banquet will be held, as in the past several years, at the Rockwell Manufacturing company (Continued On Page 8)

HISTORICAL FACTS ON JACKASS MAIL GLEANED FROM RESEARCH BY JOE DOCTOR

PORTERVILLE, Mar. 29 — If there are skeptics who think that the Jackass Mail is a figment of imagination, dreamed up on the third stool of the Mountain Lion saloon, please note the results of extensive historical research by Joe Doctor, past president of the Tulare County Historical society, and author of "Shotguns on Sunday".

Says Doctor, after delving deeply into facts and legends of California's past, the original Jackass (Continued On Page 8)

LIVESTOCK SHOW

STRATHMORE, Mar. 29 — Annual livestock show, sponsored by Strathmore Future Farmers, and featuring competitive classes for project animals, will be held the evening of April 5, at 7 o'clock, on the Strathmore high school football field.

JACKASS MAIL TO MAKE INAUGURAL RUN SATURDAY — PORTERVILLE TO SPRINGVILLE

PORTERVILLE, Mar. 29 — The Jackass Mail, from Porterville to Springville, will roll away from Porterville's city hall at 8:30 a.m., Saturday, complete with freight wagons, escorting riders and the famous Goshen Rangers, who will bring their authentic stagecoach in for the Springville run.

The colorful Rangers will also bring several outriders to guard the stage against attack by outlaws, and to also protect a gold shipment that is rumored will be aboard.

Second contingent of the Jackass Mail — the Pony Express — will be ridden by Lyle Attebury, who will leave from the city hall at 10 a.m. Third group — Horseless Carriages, under direction of Ed. Jones, will leave, also from the city hall, at 11 a.m., with all units coming together for lunch on the old River road, just below the Antlers, and just west of the intersection with 190 highway at the middle fork Tule river crossing.

Riders, riding groups, and persons with horse-drawn vehicles, are invited to accompany the Jackass Mail, leaving with the main group (Continued On Page 3)

STATE SKY DIVER MEET SUNDAY

PORTERVILLE, Mar. 29 — The sky will be full of parachutes over the Porterville Municipal airport, Sunday, as 100 sky divers from throughout California gather for annual competitive meet. Program starts at 9 a.m.; about 300 jumps will be made during the day.

ROUGH AND TUMBLE ACTS FOR RODEO

SPRINGVILLE, Mar. 29 — A rough and tumble, fast-moving show is promised for the annual Springville Rodeo that is slated for the new rodeo bowl on highway 190 the afternoons of April 7 and 8.

In cooperation with Cotton Rosser, rodeo producer, the Springville Rodeo association has lined new arena events with action and thrills.

The show will open at 1 p.m. with a "Wild Scramble", in which cowboys will be riding in a melee of broncs and bulls, released together in the arena.

An exhibition of oldtime bronc riding will be presented, in which the cowboy ears down his horse, saddles him, and gets aboard without benefit of chutes; a calf will be roped — or an attempt will be made to rope a calf — from the (Continued On Page 8)



MORE THAN 100 past commanders, past Auxiliary presidents, and members of both organizations attended a 42nd birthday party of Porterville Post No. 20, The American Legion, March 20, with above photo showing Odell Beach, Legion Commander receiving a birthday cake from Toni Faure, Auxiliary president. A potluck supper and program featured the evening; guests included Orville Lofton, of Porterville, California Department Commander, VFW, and city officials.

(Farm Tribune photo)



HONORED AT Annual banquet of Strathmore Future Farmers Saturday night were, top, from left: Mr. and Mrs. Arlo Awbrey and Edwin Knutson, who were named honorary chapter members; award winners were, from left: Don Awbrey, Pat Zimmerman, Arlo Awbrey, Pete Wren, Bob Vollmer, and Frank Perkins; at right, Charles Johns, faculty advisor, and Martha Fink, FFA queen.

(Farm Tribune photos)



Editorial Comment

EAT IT, DON'T CHOKE IT

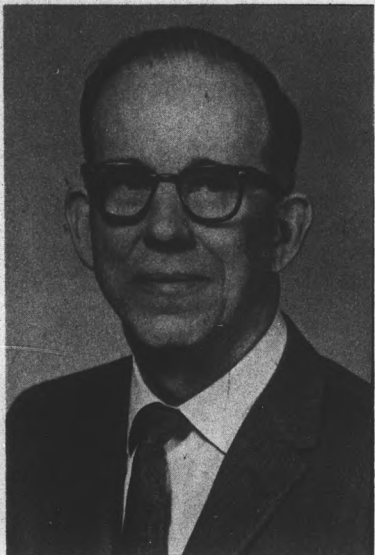
In a blast at the national administration's farm program, the chamber of commerce of the United States points out that agriculture is being treated like an invalid industry in need of drastic help, rather than like the healthy giant that it really is.

And to prove that agriculture is doing pretty well, the chamber points out that "an industry that has reduced its work force by one third, increased its output by one quarter, and has had a 50 per cent increase in its dollar volume in the 15 years since the end of the war surely is not a sick or dying industry."

Instead of proposing monopolistic practices, and more drastic controls, the chamber says, "The partnership of farmers, modern science, and technology and industry has resulted in an agriculture irrevocably committed to abundance, and progress lies in using that abundance effectively and economically, rather than trying to choke it back."

Sound thoughts, those — not always easily applicable, but sound in the long run.

Trouble is, nowadays, that when someone talks sense, not enough people are listening.



CLAUD GRANT, who was first elected Tulare county clerk in 1950 and who was twice re-elected, filed his nomination papers today, seeking a fourth term in the position. Grant is seeking reelection on a basis of his record in office, and his experience.

CALIFORNIA SPEAKS

Significant statements by interesting Californians

M. PEED, Whittier, former teacher — "Our Constitution does not give us happiness, only the right to pursue it."

SALLY STANFORD, Sausalito restaurateur and political candidate — "The test of a man's courage is to stand up for his principles even if they mean his defeat."

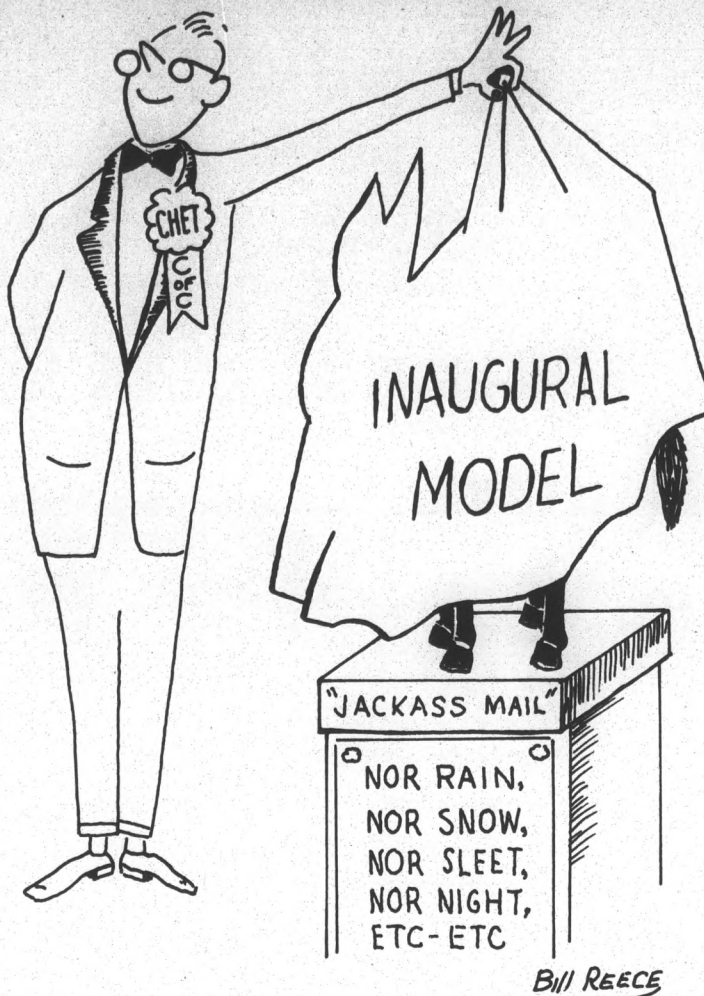
ADLAI BARBER, Novato insurance agent, on spying — "It's like trying to steal second base. If you get caught, well, that's the risk you take."

MALCOLM CHAMPLIN, Oakland — "A good policeman is anti crime; a good doctor is anti disease; a good American is anti communist."

NONA KAHOKUHAUAIHIAHI, Honolulu hula expert on California tour — "The Twist is just the hula done with sloppy hips."

RAYMOND J. O'CONNOR, S.F., on elevation to Superior Court bench — "I pray this new challenge shall stimulate me beyond my abilities."

LADIES AN' GENTLEMEN . . .



Our Town

By GARDNER WHEELER

REPORT CARDS BRING TOGETHERNESS; BUT WHAT ABOUT "NO A" TEACHER?

IF THERE IS ONE THING more than some other that creates a spirit of togetherness among students at good, old PUHS, it is the doling out of report cards. These small tokens of the faculty's esteem and admiration recur at regular intervals, but always seem to catch the student body unprepared and unready. But, it is some-

thing they can all share; somewhat tarred with the same brush, so to speak.

ACCORDING TO VARIOUS SOURCES we have for news leaks from the center of learning: grades, or lack thereof, come in for a great deal of candid discussion. At last count, I find myself aware of what 33 students got in World History, 29 in French, 18 in Biology and none in Latin. Communications with the Roman world seem to have bogged down. As candor is the keynote, we find good, old Bob, who is a real swinger on party weekends, got an F in biology. It seems good, old Bob just didn't dig those good, old frogs and amoebii. Then, Sue slipped to a D in English when she handed in a book report that she copied. The trouble was, the astute teacher recognized the book report. It had been handed in by five others this term. And so on. Grades for a few days, are the great open secret on campus.

BUT THE STRANGEST STORY AFLOAT concerns the teacher without an A in his soul. According to our continuing unreliable sources, this peerless leader of youth, announced aloud in a roll-

TUESDAY BONUS

This Week's Winner Is:

Rose Jackson
P.O. Box 177
Terra Bella, Calif. **\$500**

NEXT WEEK \$56⁰⁰

NEXT WEEK'S REPRESENTATIVE IS:
LETA WORD FASHIONS

ing tone of voice, that he was not giving one A in all his classes. A little simple arithmetic indicates that this leader has some 150 students in the course of a day, and not one, eager, bright-eyed undergraduate was capable of wrangling an A from this paragon.

THOSE INDIVIDUALS THAT MAKE their livings by figuring odds would give you 25 to 1, that out of the group there would be at least five A's in 150. Even Loyds of London would probably give it a go, and they haven't stayed in the business for centuries by making bad guesses. We feel that out of such a number, there should be some A's, just from the law of average alone.

YET, THE PEERLESS PROFESSOR says "no". Then what's the trouble? Apparently, the trouble must be with the teacher, and when he says he can give no A's, is he saying that he teaches so poorly, that the students can't get it? It seems incredible that a teacher should be able to garble up an agreed set of study plans to the point where no student understands them, but this seems to have been achieved. We realize that it's stylish to upgrade and improve the quality of education, but when a teacher's efforts become so befuddled and confused that not one of his students can come close to grasping the subject, we better get back to the ABS's of learning.

WHEN NO A's CAN BE GIVEN in a class. I'm on the students' side, and suggest that the teacher is doing a poorer job than the students.

The Farm Tribune

Published Every Thursday at
413 East Oak Street
Porterville, California

John H. Keck - William R. Rodgers
Co-Publishers and Owners

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Second class postage paid at Porterville, California
Single copy 10c; Subscription per year, \$3.00; two years, \$5.00

March 29, 1962

Vol. XV, No. 41

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Check and compare Bannister's low sq. yd. prices and monthly payments . . . they include **CARPET, EXPERT TACKLESS INSTALLATION and 40 oz. RUBBERIZED PADDING.**

MELODY FAIR,

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GOOD NEIGHBOR,

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BON BON by Lees, 501 Nylon Textured

2 Tone Loop Pile, 15 Colors.

LASTING STAR by Lees, 501 Nylon

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COUNTRY COTTAGE by Lees, All Wool

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We will bring samples to your home for your selection and make an accurate estimate of the cost.

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A Tuesday Bonus Store

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YOUR CHOICE
\$9 sq. yd. Installed
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Your Choice
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Everybody's wearin' 'em for the Rodeo!



Everybody's buying 'em at

Leggett's

212 N. MAIN
A Tuesday Bonus Store

Wilma Mittleberg Heads Zonta Club

PORTERVILLE, Mar. 29 — Wilma Mittleberg was last week elected president of the Porterville Zonta club; other officers are: Blanche Stolte, vice president; Katherine Hanson, secretary; Norma Carroll, treasurer; Esther Jones, chairman of service committee; and Veda Schuler, Lepha Kincaid, Verna Walker and Sarrah Traeger, directors. Other officers will be appointed at the club's April meeting.

Harvest of winter cabbage crop is nearly completed in Imperial valley.



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Men's and Women's
\$8.95 to \$16.95

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SQUAW BOOTS
and MOCCASINS
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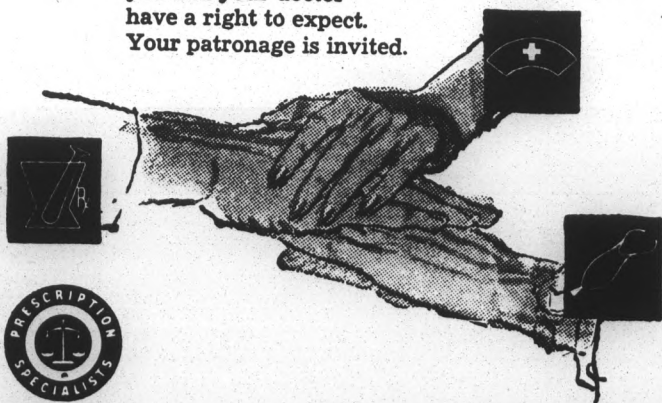
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OUR INVESTMENT IN YOUR HEALTH

Our up-to-date prescription department represents our investment in your health.

As a member of the community health team, we maintain complete stocks of pharmaceuticals, antibiotics, biologicals, and special therapeutic agents.

We are specialists trained to compound your doctor's prescriptions and are prepared to render the professional service you and your doctor have a right to expect. Your patronage is invited.



COBB DRUG CO

401 N. Main

SU 4-5824



ATTENDING THE 42nd anniversary party given by Post 20, The American Legion and Auxiliary the evening of March 22 were the above past Legion commanders and past Auxiliary presidents - top photo, from left, standing: Mrs. Tommy Thompson, Ruth Gilliam, Constable Tommy Thompson, Shirley Minaker, Mrs. Elmer Robinson, Mrs. R. D. Parrish,

Mrs. Julia Pratt; Mrs. John Beyerbach, Mrs. John Herrell, Mattie Mertzman, Mrs. Frank Pratt and John Beyerbach; seated: Harry Pohlman, first commander of the Porterville Legion post; J. Claude Nelson, Frank Pratt, Elmer Robinson and Dewey Jackson. Standing in lower photo: Mrs. Hugh Monroe, Mrs. Cyrille Faure, Mrs. Fred Saak, Marie

Miramón, Mrs. Art Falconer, Mrs. John Poundstone, Mrs. Tom Harmon, Mrs. Ed Isch, Mrs. Elmore Salisbury, Ed. Isch, 15th district commander; Mildred Flory and John Herrell; seated: Rodgers L. Moore, Dr. R. D. Parrish, Mrs. Pratt, Boyd Kreider, Elmore Salisbury and Lester Lamkin.

(Farm Tribune photos)

JACKASS MAIL

(Continued From Page 1)

in the morning, or picking up the cavalcade enroute. Driving the mail wagon will be Teamster Doner Power, president of the Tulare county chamber of commerce.

Harking back to the days of the old west, pioneer, or western clothes, will be in order for the ride. In order to cover car expense, "tickets" for the round trip by Horseless Carriage will be \$3.00, including lunch. A charge of \$1.00 will be made for the "way station grub" — beans, beef and

bread.

Handling the grub will be Don Jones; cooking the beans will be Mountain Man Walt Pratt.

Confederate cannon crew, from Porterville's Centennial, will make the Jackass Mail run, under command of Col. Robert Natzke, who says the field piece will be drawn by mules.

"Our powder is dry", says the colonel, "and we have plenty of it."

The Jackass Mail is expected to arrive in Springville about 3 p.m., Saturday, following the Pony Express and the Horseless Carriages.

The complete delegation will officially open Springville's Western Week, pointing toward the annual Rodeo, set for the weekend of April 7 and 8.

Evening program will feature a Coronation ball, at which the queen of the Springville rodeo, and her attendants, will be announced.

Porterville is the largest city on the scenic 65 highway route into Sequoia, Kings Canyon and Grant National Parks — and these great areas are "Sunday picnic" distance from Porterville.

The VEST POCKET MARKET

with giant pocket capacity

Most items can be obtained here, evenings, Sundays, Holidays, and every day

Open Daily till 9 p.m.

This Week's Grandslam
MEAT LOAF SPECIAL
(2 lbs. choice Ground Beef)
(1 lb. Country Sausage)
both for

99c

1520 North Main
Cor. Main and Henderson
Drive in and shop

RESEARCH ON HEART DISEASES

SAN FRANCISCO, Mar. 22 — Dr. Ancel Kay is entering into an extensive research program on the effect of olives and olive products in the diet as a deterrent to coronary thrombosis, arteriosclerosis and cardiovascular epidemiology.

Recent rains virtually stopped broccoli harvest in all producing areas.

SPRING TIME!

Clean Up Time Paint Up Time!

Welcome To Spring After Our Cold, Foggy, Rainy Weather

IT'S CLEAN UP TIME
IN THE GARDEN

All the tools you need to
do a good job . . .

Garden Hoes
Rakes
Shovels
Pitch Forks
Spades
Hand Edgers
Hulo-Ho Cultivators
Garden Clippers
Trowels
Many other implements

BOYSEN PAINTS

For inside and outside

Come in right away.

Remodel and repair. Time-plan Financing Arranged. Nothing down. 36 months to pay. No payment until May 15th. No additional charge for the extra time.

BREY-WRIGHT LUMBER CO.

Serving This Community
Since 1890

Porterville Dial SU 4-2470
Terra Bella Dial KE5-4457
Cotton Center Dial SU 4-0412



HOW DID YOU DO?

There are large numbers of investors who have owned stocks which failed to share in the market rise over the past five or six years.

Since its 1955-57 high, the Dow-Jones Industrial Average of thirty stocks rose 40% to December 31, 1961.

Yet, exactly ONE HALF of the 30 stocks in the D. J. Average actually were LOWER at the end of 1961 than at their respective 1955-57 highs. Six others failed to increase as much as the average.

All this is history you might say: "I wasn't invested then." Or, "I was lucky during this period." What is important is WHICH STOCKS TO BUY NOW!

As you can see, even among the "blue chips" there is a wide variation in investment performance. But, even if you wished to "hedge" by buying ten or twenty individual stocks, you would have a selection (and administration) problem. And you can't "buy the average."

You can, however, buy a diversified list of stocks through a mutual fund — and avoid administrative problems, too — and those stocks are not only selected but constantly supervised.

A good mutual fund not only moderates the risk in a declining market, but moderates the risk of failing to share in a rising market.

In uncertain 1962 (and what year isn't), such a program is worth special consideration. Even in mutual funds, if you investigate, you will find that no two are the same. Mutual funds is our business; and, our business is to assist you.

BOYD ECKARD & CO.

INVESTMENT SECURITIES

TELEPHONE SU 4-3663

404 EAST OLIVE STREET
PORTERVILLE, CALIFORNIA

LEGAL NOTICE

NOTICE TO CREDITORS
No. 16146

Superior Court of the State of
California For the County
of Tulare

Estate of
R. L. PUNNEO, also known as
Ralstin L. Punneo and Ralstin
Punneo, Deceased.

NOTICE IS HEREBY GIVEN to
the creditors of the above named
decendent that all persons having claims
against the said decendent are required
to file them, with the necessary
vouchers, in the office of the clerk
of the above entitled court, or to pre-
sent them, with the necessary vouch-
ers, to the undersigned at the offices
of Burford, Hubler & Burford, attor-
neys at law, 520 East Mill Street,
Porterville, California, which is the
place of business of the undersigned
in all matters pertaining to the estate
of said decendent, within six months
after the first publication of this notice.

G. A. PUNNEO, Administrator
of the Estate of the above
named decendent

Dated March 27, 1962.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Administrator
First publication: March 29, 1962.
Mar29,ap5,12,19,26

NOTICE TO CREDITORS
No. 16105

Superior Court of the State of
California For the County
of Tulare

Estate of
KATHLEEN M. WARDEN,
also known as Kathleen
Price Warden, Deceased.

NOTICE IS HEREBY GIVEN to
the creditors of the above named
decendent that all persons having claims
against the said decendent are required
to file them, with the necessary
vouchers, in the office of the clerk
of the above entitled court, or to pre-
sent them, with the necessary vouch-
ers, to the undersigned at the offices
of Burford, Hubler & Burford, attor-
neys at law, 520 East Mill Street,
Porterville, California, which is the
place of business of the undersigned
in all matters pertaining to the estate
of said decendent, within six months
after the first publication of this notice.

ALTON T. WARDEN, Executor
of the will of the above named
decendent

Dated March 13, 1962.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Administrator
First publication: March 15, 1962.
mar15,22,29,ap5,12

NOTICE TO CREDITORS
No. 16105

Superior Court of the State of
California For the County
of Tulare

Estate of
WALTER E. CLARK, also
known as W. E. Clark, Deceased

NOTICE IS HEREBY GIVEN to
the creditors of the above named
decendent that all persons having claims
against the said decendent are required
to file them, with the necessary
vouchers, in the office of the clerk
of the above entitled court, or to pre-
sent them, with the necessary vouch-
ers, to the undersigned at the offices
of Burford, Hubler & Burford, attor-
neys at law, 520 East Mill Street,
Porterville, California, which is the
place of business of the undersigned
in all matters pertaining to the estate
of said decendent, within six months
after the first publication of this notice.

MYRTLE M. CLARK,
Administratrix of the above
named decendent.

Dated March 7, 1962.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Administrator
First publication: March 8, 1962.
mar8,15,22,29,ap5

CERTIFICATE OF INDIVIDUAL
TRANSACTION BUSINESS
UNDER FICTITIOUS NAME

IT IS HEREBY CERTIFIED AS FOL-
LOWS:

The undersigned, JOHN E. WRIGHT,
is doing business in the State of Cali-
fornia under the fictitious name of
"PIONEER MOTOR SERVICE".

The undersigned is doing business
under said name as an individual pro-
prietor, his principal place of business
is situated at 500 North Hockett Street,
Porterville, Tulare County, State of
California. His name in full and his
place of residence are as follows:

JOHN E. WRIGHT,
722 Grand Avenue,
Porterville, California

DATED: January 8, 1962

s/ JOHN E. WRIGHT

STATE OF CALIFORNIA)
COUNTY OF TULARE)

On this 11th day of January, 1962,
before me, Gaylord N. Hubler, a Notary
Public in and for said County, person-
ally appeared JOHN E. WRIGHT,
known to me to be the person whose
name is subscribed to the foregoing in-
strument and acknowledged that he
executed the same.

WITNESS my hand and official seal.
s/ GAYLORD N. HUBLER
Notary Public in and for
said County and State

(SEAL)

mar8,15,22,29

LEGAL NOTICE

LOWER TULE RIVER IRRIGATION DISTRICT
GENERAL DISTRICT
STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS
FOR THE YEAR ENDED DECEMBER 31, 1961

CASH ON HAND AND IN BANK JANUARY 1, 1961 \$ 611,341.06

RECEIPTS	
Tax Assessments 1960-61	\$111,811.06
Tax Assessments 1961-62	212,598.44
Tax Sale Certificates Redeemed	10,696.06
Water Tolls	134,255.75
Assessment on Pump Fields	50,443.68
Equipment Rental and Other Charges	8,250.54
Proceeds from Sale of Real Estate	15,000.00
Facility Use Maintenance Charge	119.38
Repayments by Improvement Districts	
Advances	103,326.16
Administration Services	6,000.00
Interest	5,034.06
Bank Interest	14,780.67
In Lieu of Taxes	365.90
Interest, Penalties and Costs	3,772.52
Other	391.60
	676,825.82
	\$1,288,166.88

DISBURSEMENTS	
Fixed Asset Additions	
Water Rights	\$ 15,584.05
Automotive Equipment	4,027.89
Other Movable Equipment	89,885.67
Office Equipment	395.84
Radio Equipment	270.40
Shop Equipment	476.12
	\$110,639.97

Construction in Process	
County Road Crossings	\$ 13,626.07
Office Building	243.09
Poplar Ditch Improvements	808.62
Rancho Ditch Additions	27.04
	14,704.82

Payments for Improvement Districts	
No. 1	\$ 764.78
No. 3	139.21
No. 4	116,028.48
	116,932.47

Payroll Taxes Forwarded	\$ 23,822.30
Less Amounts Withheld	(25,242.44)
	(1,420.14)

Advance to Sequoia Machinery, Inc.	520.00
Water Purchases	167,086.50
Expenses	
Administrative	\$ 60,669.51
Supervision	66,055.21
Water Distribution	18,030.40
General Operations	678.39
	145,433.51
	553,897.13
	\$734,269.75

CASH ON HAND AND IN BANK DECEMBER 31, 1961 \$734,269.75

IMPROVEMENT DISTRICT NO. 1 \$23,431.35

RECEIPTS	
Revenues	\$ 525.80
Interest	45.04
Facility Use	
	570.84
Total Receipts	
Total Cash Available	\$24,002.19

DISBURSEMENTS	
Fixed Asset Additions	
Canals and Ditches	\$ 45.93
Repayment to General District for Advances	764.78
Payment of Current Registered Warrants	13,097.73
Payment of Interest Expense	687.63
Payment to General District for	
Bookkeeping and Administration	2,000.00
Refund to Land Owners of Funds	
Collected in excess of Warrant Requirements	6,552.79
	23,148.86
Total Disbursements	
	\$ 853.33

CASH IN BANK DECEMBER 31, 1961 \$44,384.93

IMPROVEMENT DISTRICT NO. 2

RECEIPTS	
Interest, Penalties, and Costs	\$ 33.72
Bank Interest	707.27
Interest on Supplemental Assessment	.05
Facility Use	69.28
	\$ 810.32
Assessments 1960-61	326.17
Redemption of Tax Sale Certificates	30.79
	1,167.28
Total Receipts	
Total Cash Available	\$45,552.21

DISBURSEMENTS	
Additions to Canals and Ditches	\$ 310.22
Redemption of Registered Warrants	17,515.30
Interest Paid	1,379.33
Administration Expense paid to General District	2,000.00
	21,204.85
Total Disbursements	
	\$24,347.36

CASH IN BANK DECEMBER 31, 1961 \$42,659.29

IMPROVEMENT DISTRICT NO. 3

RECEIPTS	
Interest, Penalties, and Costs	\$ 20.75
Bank Interest	828.06
Facility Use	5.04
Assessments Paid	
1960-61	148.04
Inclusion of New Lands	7,110.80
Redemption of Tax Sale Certificates	108.90
	\$ 8,221.59
Total Receipts	
Total Cash Available	\$50,880.88

CASH IN BANK DECEMBER 31, 1961 \$17,537.35

IMPROVEMENT DISTRICT NO. 4

RECEIPTS	
Revenues	\$1,820.91
Bank Interest	7,952.95
Premium and Unearned Interest	21.68
Interest, Penalties, and Costs	
	\$ 9,795.54
Advance Payments for	
Construction Costs	157,903.42
Proceeds from Registered Warrants	352,446.28
Collections on Assessments Receivable	61,366.43
	581,511.67
Total Receipts	
Total Cash Available	\$581,511.67

CASH IN BANK DECEMBER 31, 1961 \$286,655.35

STATE OF CALIFORNIA)
County of Tulare)

I, FRANCES M. DOYEL, Treasurer of Lower Tule River Irrigation District,
Improvement District I, Improvement District II, Improvement District III, and
Improvement District IV hereby certify and declare the foregoing to be a true
statement of the receipts and disbursements of the year 1961 and their purposes
for the above mentioned Districts, published pursuant to the provisions of Sec-

LEGAL NOTICE

tion 24274 of the Water Code of the State of California.
FRANCES M. DOYEL, Treasurer
SUBSCRIBED AND SWORN to before me this 26th day of March, 1962.
(SEAL)

mar28,apr4

NOTICE TO CREDITORS
No. 16145

Superior Court of the State of
California For the County
of Tulare

Estate of
ANTONE GOMES, also known
as A. Gomes and Tony Gomes,
Deceased.

NOTICE IS HEREBY GIVEN to
the creditors of the above named
decendent that all persons having claims
against the said decendent are required
to file them, with the necessary
vouchers, in the office of the clerk
of the above entitled court, or to pre-
sent them, with the necessary vouch-
ers, to the undersigned at the offices
of Burford, Hubler & Burford, attor-
neys at law, 520 East Mill Street,
Porterville, California, which is the
place of business of the undersigned
in all matters pertaining to the estate
of said decendent, within six months
after the first publication of this notice.

ELIZABETH M. ADELSBACH
MERLE L. PHILLIPS
Executrices of the Will of the
above named decendent

Dated March 19th, 1962.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Executrices
First publication: March 22, 1962.
mar22,29,ap5,12,19

LEGAL NOTICE

ROLAND S. CONKLIN
Notary Public in and for the County
of Tulare, State of California

*ty Commission Expires July 10, 1964



MRS. EVELYN CROWDER, 36,
of Visalia, who has announced
her candidacy for Tulare coun-
ty clerk, opposing Incumbent
Claud Grant. Mrs. Crowder,
the wife of Sherman L. Crow-
der, is a legal secretary and
has been active in Visalia
community work.

SPECIALS
Fruit Trees

- NECTARINE
- PEACH
- PLUM

\$1.00
ea.

WALNUT - - \$2.50 ea.
PECAN - - - \$3.50 ea.



LOGAN BROS. NURSERY

A TUESDAY BONUS STORE

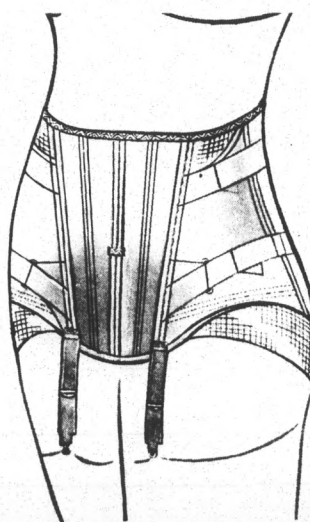
Thrifty Green Stamps — BankAmericard
2400 W. Olive



DOCTORS PRESCRIBE

FREEMAN

SURGICAL SUPPORTS
WITH CONFIDENCE



Model 4180

JUDIE'S expert fitters fill pre-
scriptions for both men and
women's supports and make
necessary alterations to as-
sure proper fit.

JUDIE says, "Supports give
such comfort they are worn
for general wear, too, and
the working woman or man
who wears one, finds them-
selves less tired at the end of
the day."

OPEN FRIDAY NIGHT TILL 9

Judie Barnhart's
"WE SELL FIT"

316 N. Main

SU 4-6011

We Give Thrifty Green Stamps

Tuesday Bonus Store

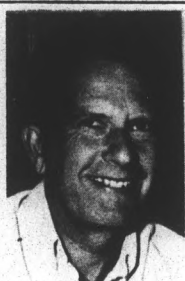
BARTLETT PARK OPENS SUNDAY

PORTERVILLE, Mar. 29 — The new Bartlett park, just below Success dam, will be officially opened by the County of Tulare, next Sunday, April 1. Picnic areas, concession stand, rest rooms, and barbecue pits are some of the facilities that will be available in the new park, along the Tule river.

SALUTE TO

(Continued From Page 1)
clude competitive window displays showing the importance and diversification of agriculture; windows must be ready by May 14; they will be judged on May 15 and 16, and prizes will be awarded to winners from the stage of the Porterville fair just prior to the opening night outdoor show.

During the final three days of the week, an Appreciation Days



From
**Daybell
Nursery**
By John

The arrival of spring is welcomed by all but is especially cherished by nurserymen. This is partly a sentimental thing as plants return to life with their glossy new foliage and showy bloom. It is also a practical thing as customers return to life with their desire to plant and that beautiful green money.

There are times when this gets out of hand and we have more customers than our creaking bones can handle. However, if you have faith we will get around to you in time. If you're still there when darkness falls, we promise to serve you first come daylight. In fact you may save some time by shopping in these early morning hours before everyone gets the bug.

Among the things with showy bloom are marigolds. These seem to show color almost the day the seed is planted. These are now in bloom for sixty cents a dozen and will brighten any sunny corner with a minimum of effort. If all your corners are shady, we have begonias, coleus, and cyclamen to enhance the area. If you hate the outdoors, we have house plants.

Lilacs are starting their bloom along with wisteria and old fashioned snow ball. These are all hardy old timers proven by years of successful yard brightening. Whatever your likes, be they old or new, we hope you'll stop by and have a look while there is so much to see. On "E" St. North of Olive.

DAYBELL'S



133 N. E STREET
GOOD THINGS from the good earth

A Tuesday Bonus Store

sales event will be staged by business firms.

Other special features are being planned now for the week of May 14-19.

Colored Slides On Holland Shown At Rockford Meeting

By Sandra Valine

ROCKFORD, Mar. 29 — Special guests at Rockford 4-H club's March meeting were Mr. and Mrs. Jack Smith of Ducor, who showed colored slides of a tour of Holland made by their son John; John was unable to attend because of illness.

Jimmie Koontz, safety chairman, presented a film on "Fallout Shelters". Reports were given by Janice Buchak on window display during 4-H Week; Karol Kisling, on 4-H Sunday; woodworking by Clara Clark, Dean Turney, Jack Ferraiz, Jerry Holiman, Danny Buchak, Jakie and Jamie Lunstad. Members also showed their projects.

Sheep members reporting were Sharon Jones, Jack Ferraiz, Diana Ferrero, Jakie and Jamie Lunstad.

The practice livestock judging in Porterville was reported on by David Jones. Linda Mills reported on the program that the club recently presented to the Porterville Kiwanis club.

Clara Clark and Jeanie Hall were appointed co-chairmen of the Porterville Fair booth; Pamela Brady, Roxie Stiles, Paulette Cramer, Gwen Turney, Glenn and Steven Gray are to serve on the committee.

Mrs. Pete Lunstad presented judging certificates to Randy Jones, Diana Ferrero, Sharon and Virginia Hochuli, Carol and Kathy Briano, Jakie and Jamie Lunstad, Lynda Koontz, and Dennis Cavit.

Club members voted to plant flowers and paint trash cans for the ball park in Poplar.

Pamela Brady led the Pledge of Allegiance, and Carol Hutchinson led the 4-H pledge.

Next officers' meeting will be April 2, at the Lunstad home. Next regular meeting will be April 9 at the Rockford School cafeteria at 7:30 p.m.

Refreshments of cookies, punch and coffee were served following the meeting.

It is estimated that by 1970, 50 per cent of the nation's potato crop will be processed; almost a quarter of the crop was processed in 1960.



FUTURE FARMERS from Porterville high school saw demonstrations of various types of farm equipment at "Open House" for the new Farmers

Tractor and Equipment company building south of Porterville. In above photo, from left, are: Jack Johnson, David Bunkrock, Neil Mason, Don

Kevorkian, Farm Mechanics Instructor Rav Kennedy, and Chris Hildreth; on top of tractor, John Taggard and Mike Porter. (Farm Tribune photo)

Parents Honored By Pleasant View At March Meeting

PLEASANT VIEW, Mar. 29 — Parents were honored at March meeting of the Pleasant View 4-H club, with Mike Overholt, meeting chairman, reporting that about 28 parents attended. Speaker was Gary Garlund, of radio station KTIP.

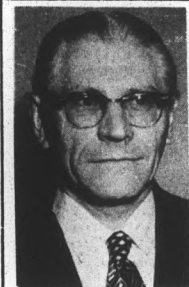
Colored slides were shown by A. C. Barcellos and Bob Dunbar, livestock leaders, covering a re-

cent project tour. More slides will be made at later tours for comparison.

Project reports were given by Roman Racco, Tim Callison and Mike Overholt. Presiding was June Oliver; Carol Oliver led the flag salute; Cindy Perry read the min-

utes; Ricky Sturgeon read "Dates and Datelines"; Tim Callison gave a treasurer's report.

Hosts for refreshments, following a games and song period, were: The A. C. Barcellos family, Charlene Minolette, and the R. J. and D. W. Overholt families.



CHAPEL CHIMES

By
Rev. N. J.
Thompson

Somebody said we all talk about the weather, but nobody does anything about it.

In 1883, the Army Signal Corps published these curious hints about weather: "If the bull leads the van to pasture, expect rain. If he is careless and allows the cows to precede him, the weather will be uncertain. Expect stormy weather when ants travel in lines, fair weather when they scatter."

Jewish religious leaders were constantly seeking from Jesus a sign of His Messiahship. Once He answered them: "When it is evening, ye say it will be fair weather, for the sky is red. And in the morning, It will be foul weather today, for the sky is red and lowering. O ye hypocrites, ye can discern the face of the sky; but can ye not discern the sign of the times? A wicked and adulterous generation seeketh after a sign; and there shall no sign be given

(Continued On Page 6)

THERE'S NO PLACE LIKE HOME...FOR

Pictures!

and no time like NOW for a new Kodak FLASH camera!

Hammond

"The Photographer In Your Town"

1018 Sunnyside SU 4-4138
Convenient Parking — A Tuesday Bonus Store



TOY HAVEN HEADQUARTERS FOR

DOUGHBOY POOLS

COME IN AND SEE THESE LARGE FAMILY SIZE POOLS

10 ft. by 2 ft. Deep **\$29⁸⁸**
Aluminum Side

12 ft. by 3 ft. deep, Aluminum Side, **\$119⁹⁵**
Complete with Filter

— LAY-AWAY NOW FOR SUMMER —



Always Free Gift Wrapping

Len's TOY HAVEN

227 N. Main

A Tuesday Bonus Store

SU 4-3879

When You Save - Go The United Way!

WE PAY **4.6%** 4 TIMES A YEAR
Per Annum

Each Account INSURED up to

\$10,000*

No withdrawal big or small has ever been refused at THE UNITED SAVINGS & LOAN

Invest where your money will always be worth 100 cents on the DOLLAR

Funds Deposited by the 10th Earn Interest From the 1st of Any Month.



Porterville Main Office—324 N. Main—Dial SU 4-2686

Delano Office — 1123 Main Street — Dial 3817

Member: Federal Home Loan Bank System
Federal Savings and Loan Insurance Corp.

Springville Rodeo April 7 and 8

BUY SELL LOAN
USE THE
RENT TRADE

**BUY IT! SELL IT!
TRADE IT!**

NOTICE

Responsibility for an error in any advertisement will be assumed by The Farm Tribune for only one publication of said advertisement.

RATE

First publication \$.05 per word; repeat without change \$.025 per word. Minimum \$1.00.

WANTED—Scrap Iron and Metal.
GRAY WRECKING CO. New location, old 65 highway and Orange avenue. (Old Plano Packing house.) Phone SU 4-7407. f28tf

PINNEY'S BUILDING MAINTENANCE — Complete janitor service. Window cleaning, venetian blinds washed, floor waxing, wall washing, commercial and home. Carpet, rugs and upholstery cleaned. Free estimates. Lindsay 2-4610. jy14tf

ELECTROLUX (R)
VACUUM CLEANERS
AUTHORIZED SALES
SERVICE & SUPPLIES

LEE SUNDERLAND - SU 4-4741
Hallford's Grocery - SU 4-5617

WATKINS — Vanilla, Pepper, Vitamins and Minerals. Phone SU 4-2706, Kirk, 698 Holcomb. nov20tf

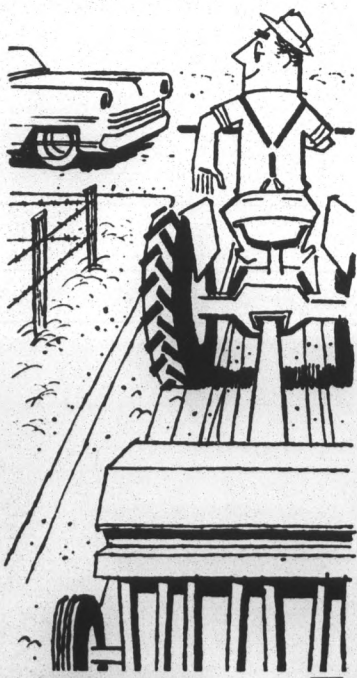
MAYTAG SALES & SERVICE —
"We sell the best and repair the rest" B & B Appliance Center, 514 S. Main, SU 4-6484 nov17tf

ICE CREAM in green for March. Pistachio Nut, Lime Sherbert, Chocolate Mint Chip. "Hand-packed ice cream is twice as good." The Ice Creamery—1280 N. Main. mar8t4

AKC—Sequoia Kennel Club Sanction Match. All breed show and Obedience Trials. Sunday, April 1, 1962 1-5 p.m., Hanford Fairgrounds. Entries accepted 9-12 a.m. \$1.00 per dog. General admission \$.50.

AKC — All breed shows and obedience trials — Fresno Fairgrounds, Saturday, April 7; Bakersfield Fairgrounds, Sunday, April 8. mar22t2

FOR SALE — all metal 2-horse trailer, good condition. \$250.00. 1311 Plano Rd. dh



**REMEMBER,
YOU CAN STOP,
but the car driver can't.**

CLASSIFIED

SPECIAL SERVICES

**STETSON, STRAUSS &
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INSTALLED RECENTLY as president of the Porterville Women's Democratic club was Mrs. Edgar Sutherland, above, of Terra Bella. Other officers are: Mesdames Sam Miller, first vice president; Frank Shaffer, recording secretary; Tracy Armstrong, corresponding secretary; and Mrs. Jack Letsinger, treasurer. (Farm Tribune photo)



TULARE COUNTY Chairman for the Shell for Governor committee is Mrs. Robert Black, of Strathmore, who has announced that Joe Shell, candidate for governor, and a state assemblyman since 1953, will be in Tulare county all day, Friday. (Farm Tribune photo)

CHAPEL CHIMES

(Continued From Page 5)

unto it, but the sign of the prophet Jonah" (Matthew 16 vs 1 to 4).

Jonah preached to Nineveh and the wicked city repented. But the Jews, God's covenant people, were not repenting at the preaching of the Son of God.

We seem to face an analogous situation today. Our missionaries overseas rejoice to see the heathen repenting. But in churchified America, the idea of sin and the necessity of repentance are being ridiculed.

What is repentance? Well, it's not slipping the preacher a \$5 bill because you have a guilty conscience. Neither is it reciting prayers or missing a meal to appease God. True repentance means being sorry enough for your sins to quit the sin business.

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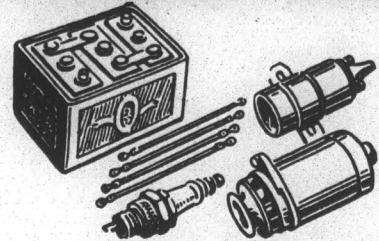
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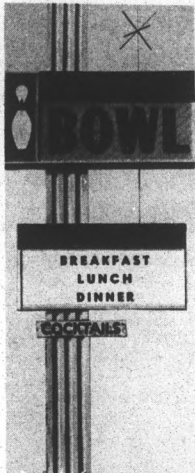
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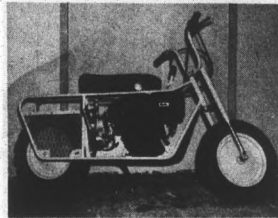
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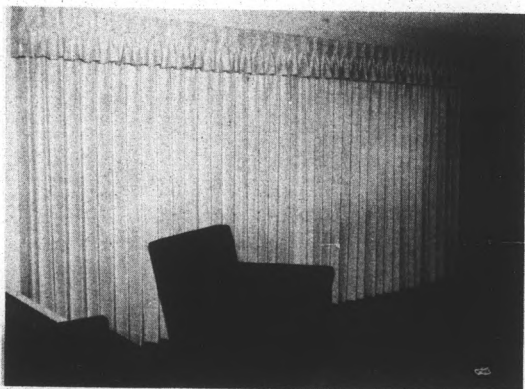
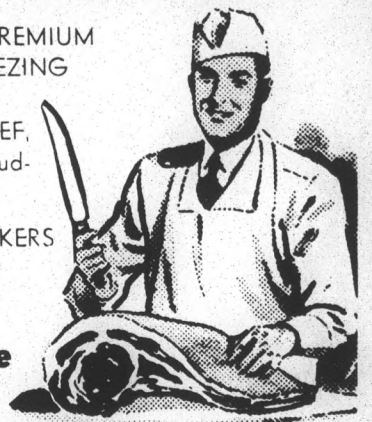
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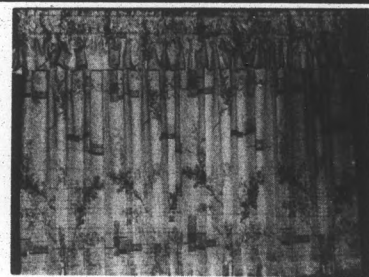
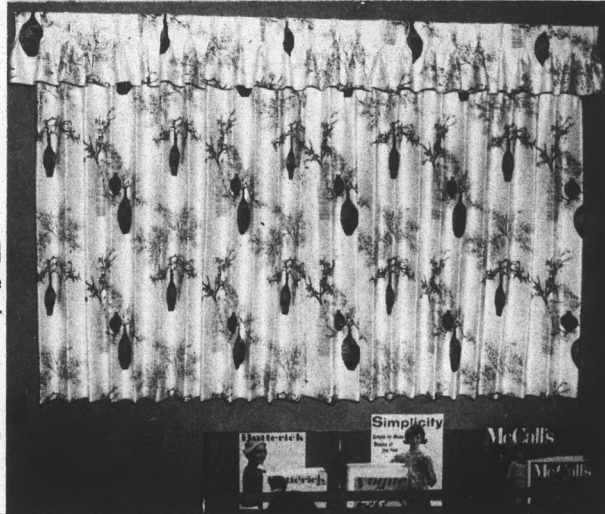
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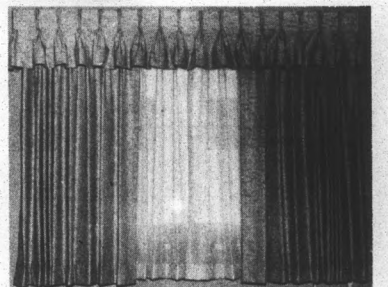
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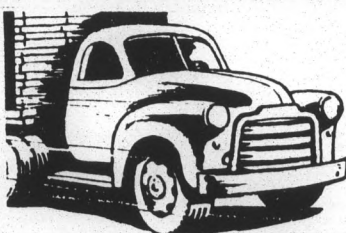
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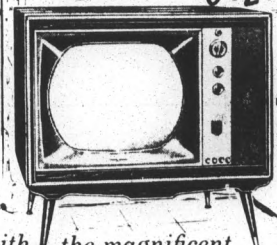
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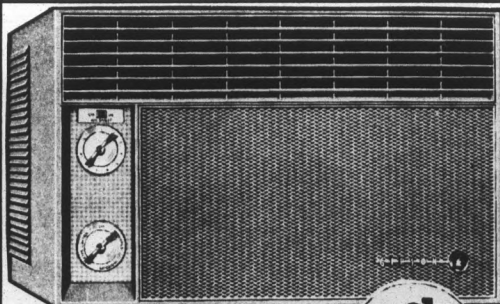
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HISTORICAL FACTS

(Continued From Page 1)

Mail was a branch run into San Diego that connected on the desert with Butterfield Overland Mail stages, prior to the Civil War.

This branch line used mules, rather than horses, so the name was attached to it. Eventually, the name Jackass Mail, of Jackass Stage was used to designate all feeder lines that met the main line stages.

It was usual for the branch lines to use mules, in the very early

days, since their routes commonly moved over rough roads into mountain communities.

And a somewhat authentic touch will be added Saturday to the Jackass Mail run to Springville by the old stage that will be driven by the Wild 'Uns of the Goshen rangers. This is the type of vehicle that was used locally, and in other California areas on the short runs, rather than the Concord-type coach that made the cross country runs, and that is the standard style

for western movie and television versions of the old west.

"Authenticity, that's what we want in the Jackass Mail run to Springville," says Chet Griswold, a former Springville mountain man himself, and now president of the Porterville chamber of commerce.

Doctor says, however, that he refuses to vouch for the historical accuracy of anything that happens Saturday. He does point out, however, that new history for future generations may well be made

by the Porterville-Springville version of the old Jackass Mail.

SPORTSMEN

(Continued From Page 1)

plant, at Highway 65 and Pioneer avenue.

Concerning the program, Nelson states that Judge George Carter will act as master of ceremonies; the Rev. Charles M. Bran-

ROUGH AND

(Continued From Page 1)

hood of a Model T Ford; there will be a race between a Horseless Carriage and a bronc.

One special feature will be an exhibition ride on a wild mule — Khrushchev by name — that has been topped only once; Larry McKinney, clown and bull fighter from "the great state of Texas, pad'ner", will entertain with specialty acts, along with Tulare county's own nationally-famous clown and bullfighter, Joaquin Sanchez.

Porterville's Canterbells will also appear both days in their colorful, precision mounted drill.

Activities will get under way about noon, when the famous Can Can Girls from Whiskey Flat bring their version of the old Barbary Coast to Springville.

In the RCA-approved rodeo, the nationally-known Flying U Rodeo company string will provide rough competition for professional cowboys who will be seeking world championship points. Events will include: Bareback and saddle bronc riding; steer wrestling, calf roping, team roping, and bull riding. In addition there will be an official RCA event for women barrel racers.

Queen of the rodeo will be announced at a Coronation ball in the Springville Veterans' Memorial building next Saturday night; western week in Springville will be officially kicked off also on Saturday, when the Jackass Mail runs from Porterville to Springville.

don will give the invocation; the Fabulous Studio band, directed by Buck Shaffer, will provide dinner music; vocal selections are being arranged.

Nelson says the program will be "short and good"; more than 100 door prizes, donated by Porterville business firms, will be given away.

Directors of the association will meet Friday evening at the Elks lodge, 8 o'clock, to continue detailed planning for the banquet, and to also elect officers for the 1962-63 year.

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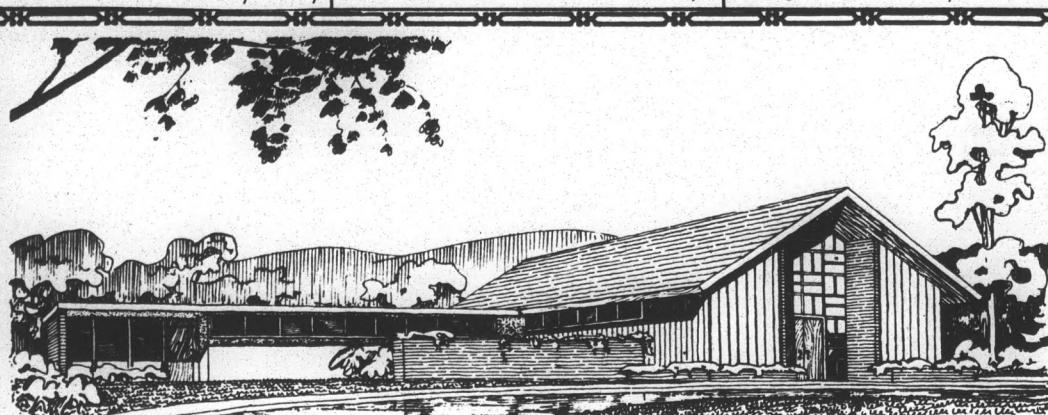
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